



Indeed Hiring Lab | March 2014

What Job Seekers Want:

Occupation Satisfaction & Desirability Report

“While labor market analysis typically reports actual job movements, rarely does it directly anticipate future job movements. By studying actual job searches on Indeed, we discover the interests and intentions of currently employed job seekers. Surprisingly, we find that over 80% of people will look outside their own broad occupation category during a job search. And less than 50% will search at all in their current occupation. The in-depth search behavior analysis in this report highlights what people search for before they make a job move and the factors likely to influence that move.”

Tara M. Sinclair, PhD
Indeed Economist

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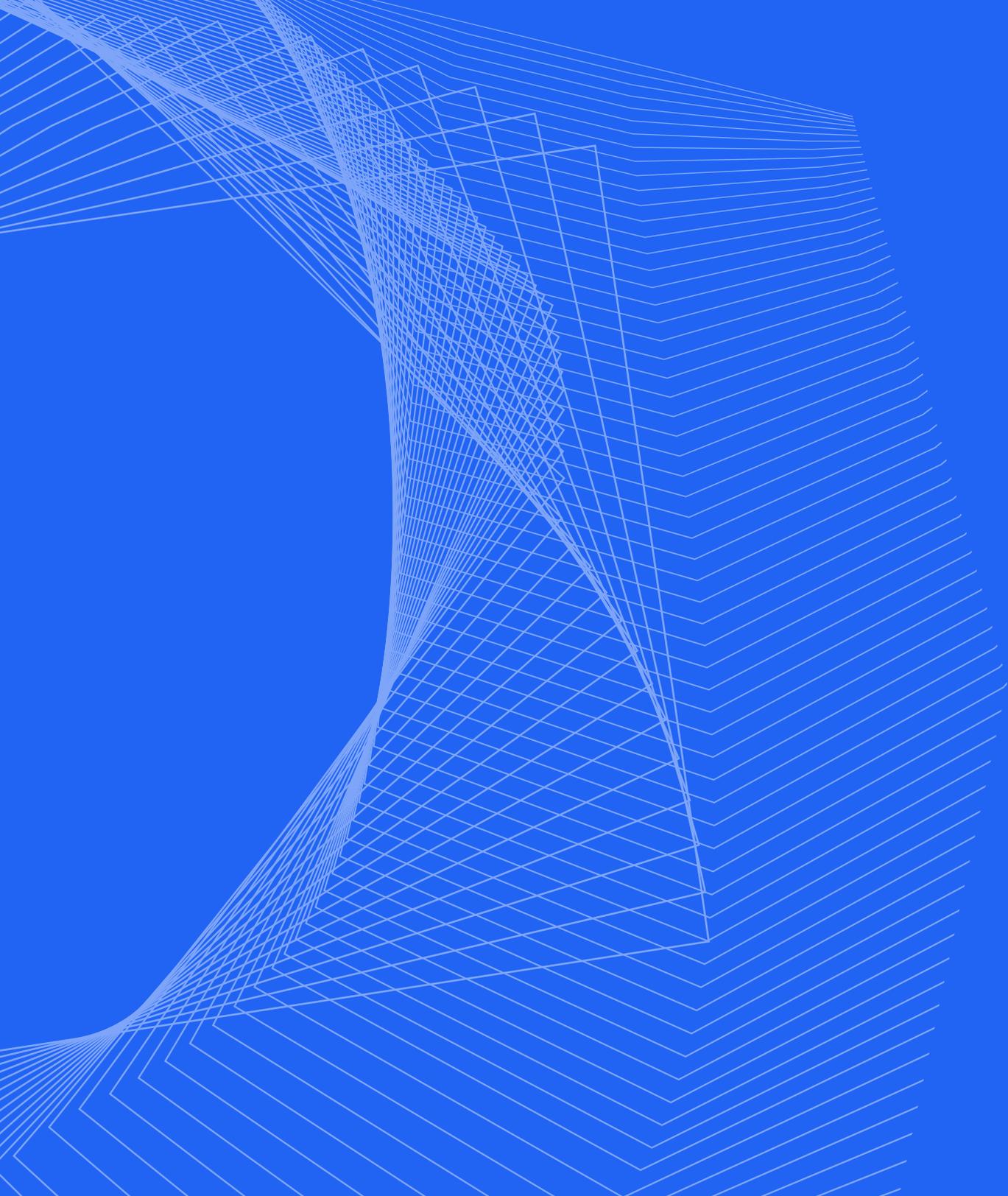
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Executive Summary

Majority of Job Seekers Consider Changing Occupations

Economists have long wondered what prompts an individual to change occupations. If someone decides to search for a new job, how do they decide whether or not to move into a new occupation, which occupations do they consider, and what implications does that have for their current occupation? Answers to these questions can improve our understanding of movements in the labor market and can equip employers with information to effectively attract job candidates to particular positions. Employers can also begin to better understand and evaluate how they compete for new employees, and just as importantly, how they can retain existing employees.

Discovering Job Search Intent

Previous research on this topic has focused on following actual job movements. In this report, we uncover job seekers' interests by studying their active job searches on Indeed. This new information highlights what people search for before they make a job move, and our in-depth search behavior analysis provides new insights into the occupational interests of job seekers.

For our analysis we looked at a sample month (July 2013) of job search activity and resumes posted on Indeed by 430,000 currently employed US job seekers. With this aggregate and anonymous data, we were able to divide those job seekers into 23 standard broad occupational categories based upon the type of work they perform in their current employment reported on their resume. We then connected their searches to the same occupational categories. With this information, we are able to classify job seekers who are interested in staying in their own occupation and those who are looking to move into a new occupation.

Based on our analysis, we conclude that employed job seekers show a surprising proclivity to look outside their own occupation. People consider an average of two broad occupation categories and search within their own occupation category less than half the time, though there is substantial variation across different categories.

81.5% of our sample searched in an occupation category other than their current occupation.

Salary is a determining factor of how likely someone is to look for a new job in their current occupation; however, it is not what attracts people to search in new occupation categories. The larger the share of job postings in an occupation category, the more likely that outsiders will be attracted to that category. These findings suggest that job seekers have a significant understanding of where the labor market is headed.

About this Report

This study examines job search intent with relation to current and desired occupation using aggregated and anonymized data from the job search activity of over 430,000 currently employed US job seekers on Indeed. Findings about who wants to change occupations, who wants to stay, and factors influencing the decision to search for a new occupation are included in this report. The research was conducted by labor trends expert Tara M. Sinclair, PhD, economist at Indeed and associate professor of economics and international affairs at The George Washington University.

8 Key Insights

1 Job seekers are keen to explore new occupations

Across all 23 occupation categories, only 43.5% of the job seekers looked for a position in their own occupation category, demonstrating that the majority of currently employed job seekers are keen to explore new occupations. Overall, 81.5% searched in an occupation category other than their current occupation.

Searching within current occupation



2 The highly paid search in their current occupation

Among the top five occupations with the highest average salaries, people searched in their own category 52.2% of the time, almost ten full percentage points above the average. Those in the highest paid occupation category, Management, searched in their own category more often than average, but still less than 50% of the time.

Top 5 highest paid occupations

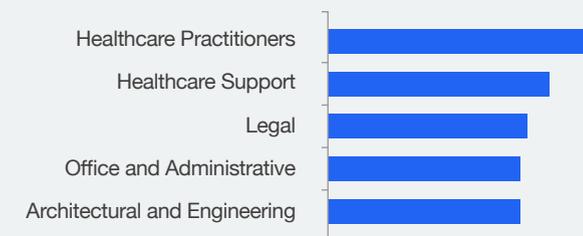
1. Management
2. Legal
3. Computer and Mathematical
4. Architecture and Engineering
5. Healthcare Practitioners and Technical

3 The highly specialized stay put

The occupations that rank highest on the Satisfaction Index (page 19) typically require specialized training, such as the healthcare and legal professions.

Occupation satisfaction is defined as the percentage of people searching within their own occupation category. Job seekers may be satisfied with their career choice, or they may simply feel locked in after specialization.

More likely to search in their own occupations



4 Healthcare workers are the most satisfied

Healthcare Practitioners and Technical is the most satisfied occupation category overall with 72.3% of people searching within their own occupation, but the average salary is only the fifth highest of our occupation categories.

Healthcare occupations are the least likely to search outside their category.

Healthcare Support has surprisingly high satisfaction given the low salary, an exceptional case when compared across the other 22 occupations. These two occupation categories were also the least likely to search outside their category.

5

Salary drives retention

Occupation satisfaction is heavily driven by average salary for that occupation, and salary is more important for retention than for acquisition.

Average salary is a strong predictor of satisfaction, with salary explaining nearly 30% of the variation in a job seeker's willingness to search in their own occupation.



High Salary

=



High Retention

6

Job supply drives job seeker interest

Searches in a new occupation have little relationship with average salary in that occupation, but rather have more to do with the number of job postings in that occupation.

The share of job postings in a particular occupation explain over 50% of the variability in job searches outside the job seeker's current occupation.

Job seekers know the direction the labor market is moving and look to move into occupations with many job opportunities.

7

Office and Administrative Support is most in demand

Administrative Support is the category that ranks the highest in terms of desirability, which measures the share of job seekers currently employed outside this occupation who are searching there. Office and Administrative Support is the largest category amongst job seekers, and those outside show great interest in moving into it.

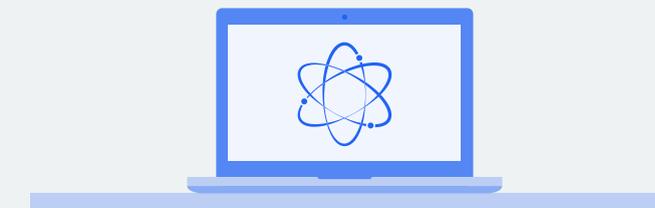
Office and Administrative Support is both the largest employment category and the most popular category to search in from the outside.



8

Insufficient talent available for STEM jobs

Computer and Mathematical positions remain difficult to fill, with substantial mismatch in terms of both the share of job seekers who searched in those occupations, as well as those with current jobs in the Computer and Mathematical occupation category relative to the number of job postings in the same category.





Occupation Rankings

Comparing Occupation Categories

Using Indeed data as well as data available from the US government's Bureau of Labor Statistics (BLS), we constructed six indices to reflect the characteristics and behavior of currently employed job seekers. These indices compare job seeker behavior across 23 different occupation categories on a number of dimensions. The analysis provides insights about who wants to change occupations, who wants to stay, and factors influencing the decision to search for a new occupation.

Occupation Satisfaction Index

Ranks each occupation by the percentage of job seekers currently employed in that occupation who searched there.

Salary and Satisfaction Correlation

Analyzes the extent to which salary is related to satisfaction with the current occupation.

Occupation Desirability Index

Ranks each occupation by the percentage of job seekers not currently employed in that occupation who searched there.

Salary and Desirability Correlation

Analyzes the extent to which salary is related to the desirability of the occupation to outsiders.

Job Supply and Desirability Correlation

Analyzes the extent to which the relative volume of job postings is related to the desirability of the occupation to outsiders.

Experience Mismatch Index

Compares the share of job postings to the share of people currently employed in that occupation.

Interest Mismatch Index

Compares the share of job postings with the share of people searching for that occupation.

Occupation Opportunity Index

Compares the average share of Indeed job postings with the share of people currently employed in this occupation in the US in 2012.

Occupation Representation Index

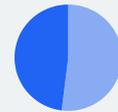
Compares the occupation distribution in our sample with that of the employed US population based on government data.

Occupation Satisfaction Analysis

Most employed job seekers [search for new opportunities outside](#) their current occupation. Even those in the most highly paid occupations search in their own category on average only half the time.

Key Insights

People search within their own occupation category only 43.5% of the time



Only five occupations search within their own category over 50% of the time

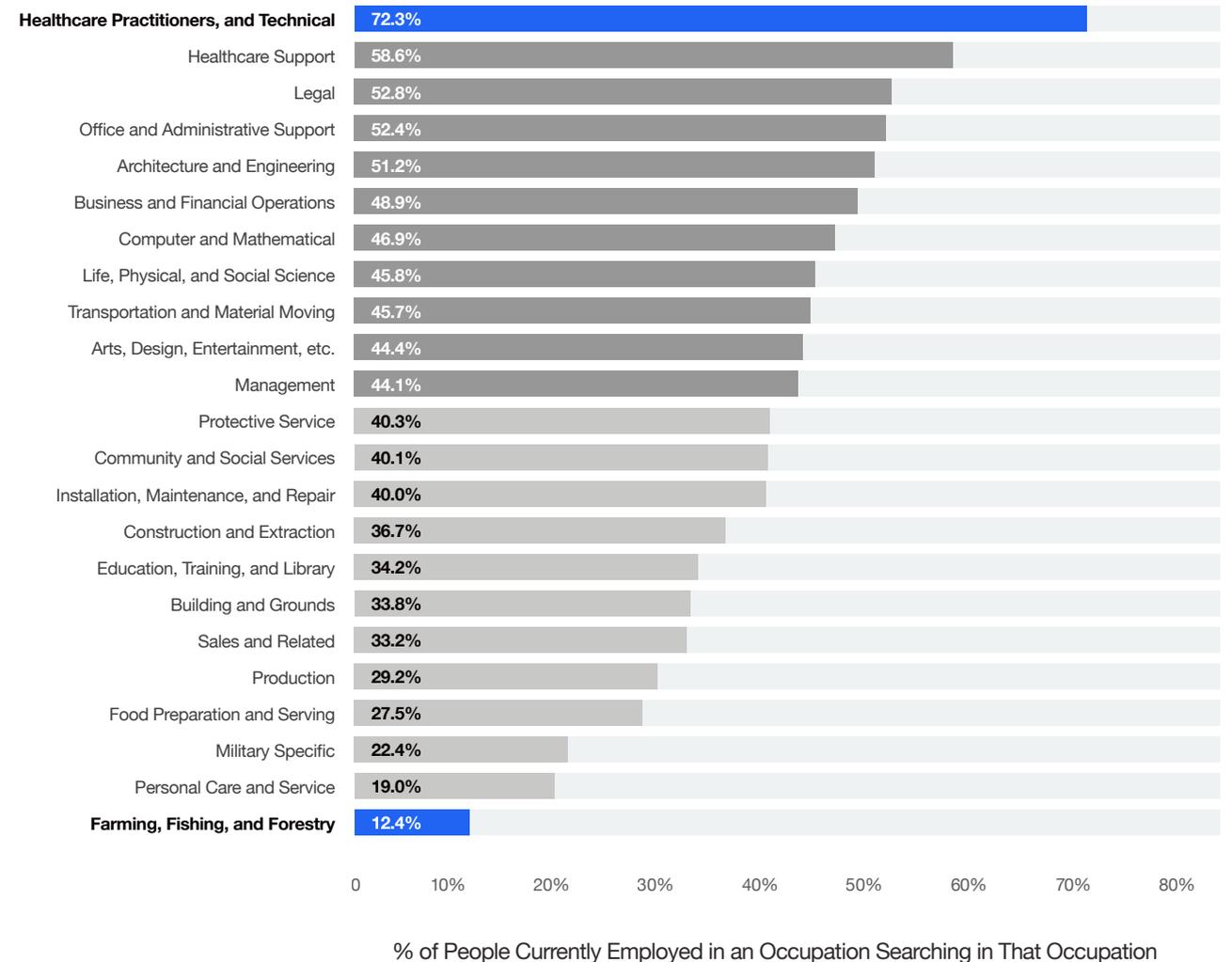


Four of the five most satisfied occupations require highly specialized training



Occupation Satisfaction Index: People Searching Within Their Own Occupation

This index ranks the percentage of job seekers who searched for a job in their current occupation.



Satisfaction and average salary are highly correlated: the higher the average annual wages, the more likely someone is to search in their own occupation.

Notable Occupations

Legal has the second highest salaries and high satisfaction, consistent with what the salary would predict



Healthcare Practitioners and Technical has the highest satisfaction and the fifth highest salaries



Healthcare Support has surprisingly high satisfaction given the occupation's low salaries



Management has the highest average salaries but a satisfaction just above average



Farming has a low salary but an even lower satisfaction than the low salary would predict



Satisfaction Compared to Average Salary

Occupations falling above the regression line are considered more satisfied than the average salary would predict. Occupations falling below are considered less satisfied than the average salary would predict.



- Architecture and Engineering
- Construction and Extraction
- Installation, Maintenance, and Repair
- Personal Care and Service
- ▲ Arts, Design, Entertainment, etc.
- ▲ Education, Training, and Library
- ▲ Legal
- ▲ Production
- Building and Grounds
- Farming, Fishing, and Forestry
- Life, Physical, and Social Science
- Protective Service
- ◆ Business and Financial Operations
- ◆ Food Preparation and Serving
- ◆ Management
- ◆ Sales and Related
- ★ Community and Social Services
- ★ Healthcare Practitioners
- ★ Military Specific
- ★ Transportation and Material Moving
- Computer and Mathematical
- Healthcare Support
- Office and Administrative Support

Occupation Desirability Analysis

People typically [search in occupations other than their own](#). On average, employed job seekers look in two different occupations.

Key Insights

81.5% searched in an occupation category other than their own



Office and Administrative Support draws the most interest from other occupations

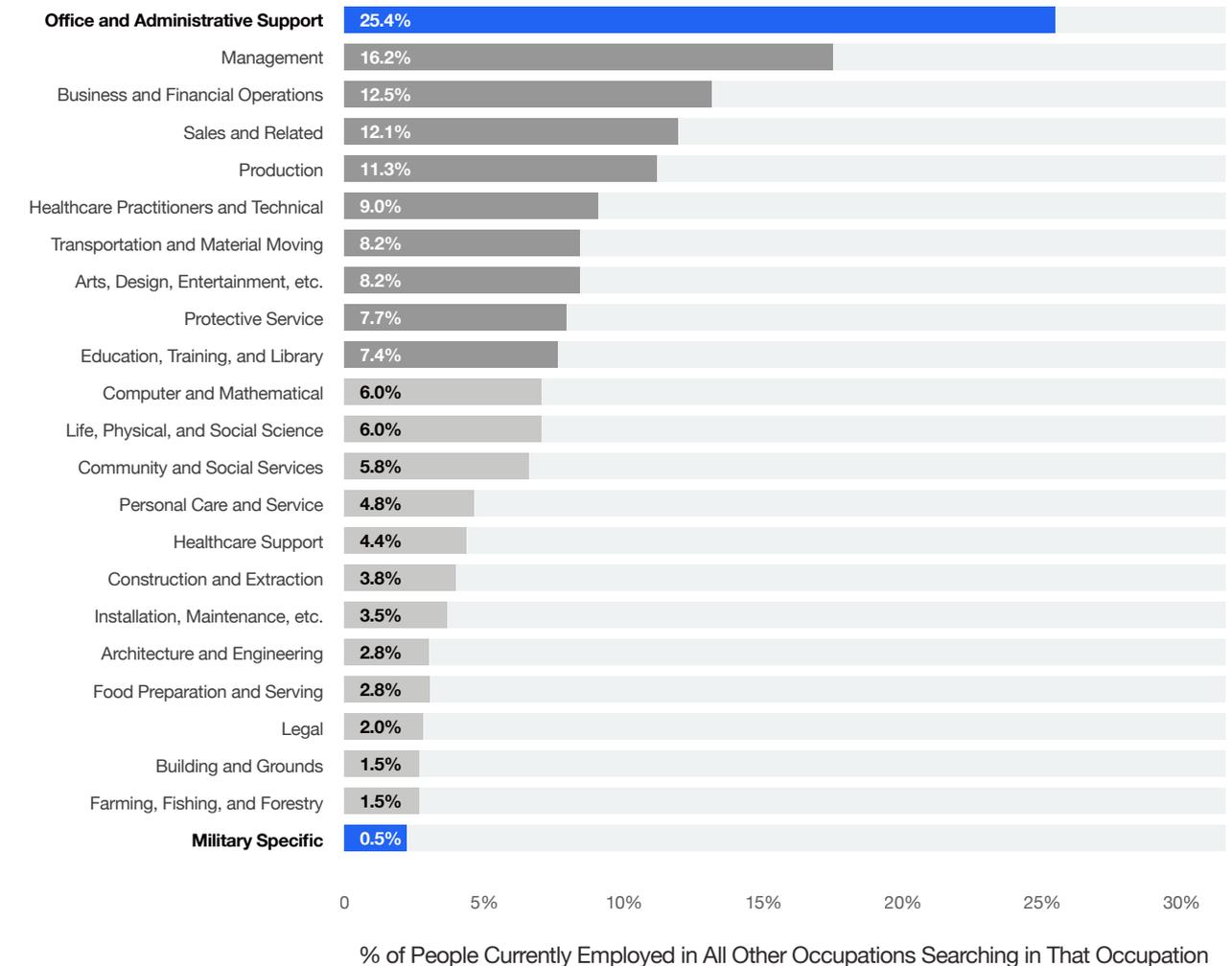


People are least likely to search Military Specific, possibly due to the small number of postings in this category



Occupation Desirability Index: People From Outside Searching Within an Occupation

This index ranks the percentage of job seekers not currently employed in this occupation who searched for a job in this occupation.



Average salary plays little role in attracting people to a given occupation. It explains less than 2% of the variability in occupation desirability.

Notable Occupations

Office and Administrative Support has by far the highest desirability ranking, well above what the average salary would predict



Management has the highest average salary and the second highest desirability



Legal has the second highest average salary and a desirability well below what this salary would predict



Education has slightly above average desirability consistent with the mid-range average salary

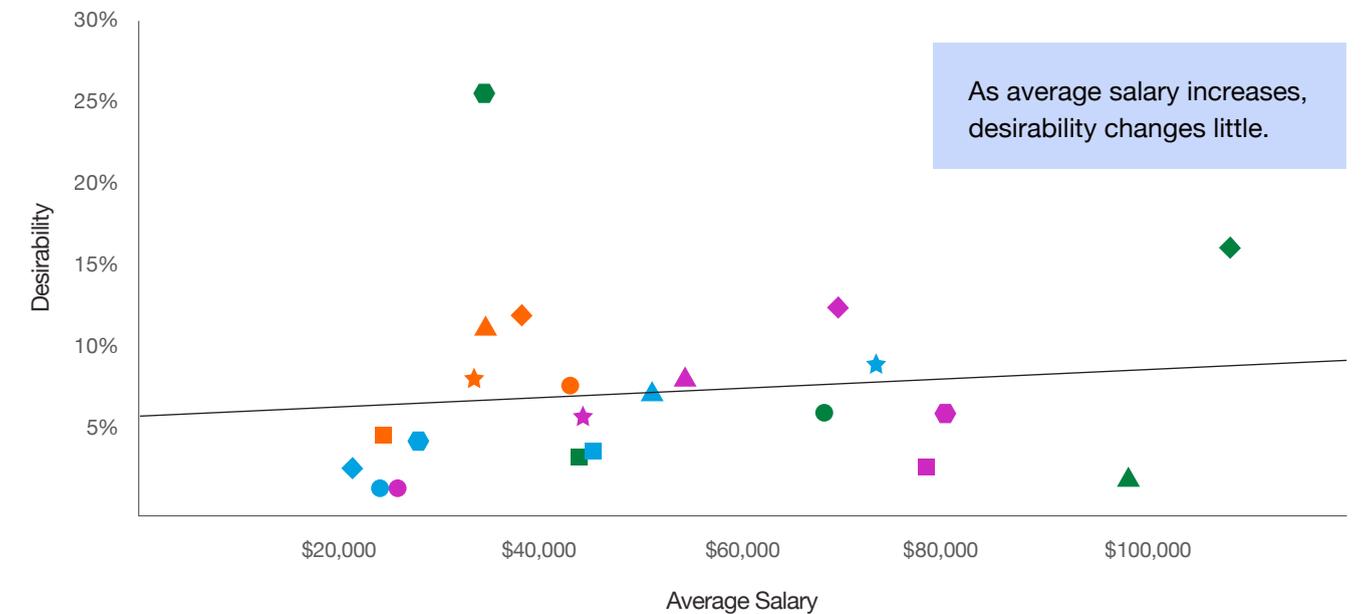


Business and Financial has well above average desirability, which is substantially higher than the average salary would predict



Desirability Compared to Average Salary

Occupations falling above the regression line are considered more desirable than the average salary would predict. Occupations falling below are considered less desirable than the average salary would predict.



- Architecture and Engineering
- Construction and Extraction
- Installation, Maintenance, and Repair
- Personal Care and Service
- ▲ Arts, Design, Entertainment, etc.
- ▲ Education, Training, and Library
- ▲ Legal
- ▲ Production
- Building and Grounds
- Farming, Fishing, and Forestry
- Life, Physical, and Social Science
- Protective Service
- ◆ Business and Financial Operations
- ◆ Food Preparation and Serving
- ◆ Management
- ◆ Sales and Related
- ★ Community and Social Services
- ★ Healthcare Practitioners
- ★ Military Specific
- ★ Transportation and Material Moving
- ◆ Computer and Mathematical
- ◆ Healthcare Support
- ◆ Office and Administrative Support

Job supply drives job seeker interest. While salary has little impact, the relative volume of job postings in an occupation is a key factor in attracting job seekers.

Notable Occupations

Sales and Related has an above average desirability percentage, which is consistent with the high share of job postings



Business and Financial has a desirability percentage that is slightly above what its share of postings would predict



Management has the highest share of job postings and the second highest desirability ranking



Healthcare Practitioners has a desirability percentage that is slightly below what its large share of postings would predict

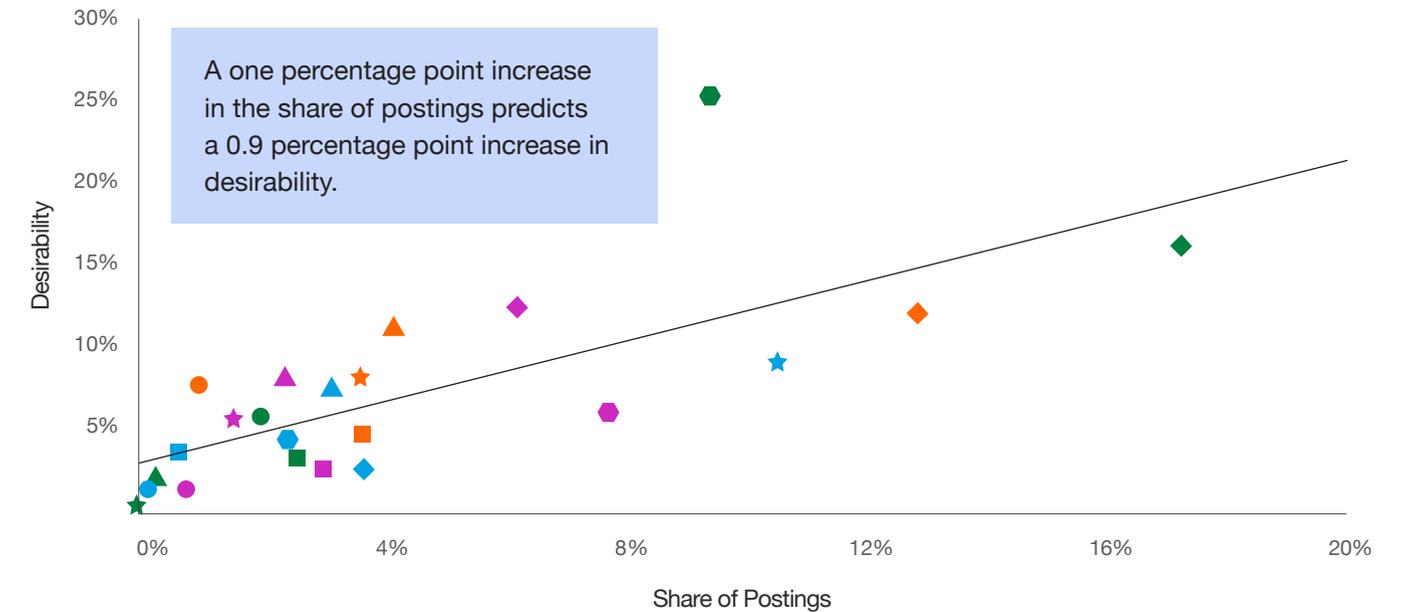


Office and Administrative Support has by far the highest desirability ranking, well above what its share of job postings would predict



Desirability Compared to Postings

Occupations falling above the regression line are considered more desirable than the share of job postings would predict. Occupations falling below are considered less desirable than the share of job postings would predict.



- Architecture and Engineering
- Construction and Extraction
- Installation, Maintenance, and Repair
- Personal Care and Service
- ▲ Arts, Design, Entertainment, etc.
- ▲ Education, Training, and Library
- ▲ Legal
- ▲ Production
- Building and Grounds
- Farming, Fishing, and Forestry
- Life, Physical, and Social Science
- Protective Service
- ◆ Business and Financial Operations
- ◆ Food Preparation and Serving
- ◆ Management
- ◆ Sales and Related
- ★ Community and Social Services
- ★ Healthcare Practitioners
- ★ Military Specific
- ★ Transportation and Material Moving
- Computer and Mathematical
- Healthcare Support
- Office and Administrative Support

Experience Mismatch Analysis

Not surprisingly, [STEM occupations face an insufficient supply of experienced candidates](#), as the share of job postings exceeds that of the people currently employed in the occupation.

Key Insights

Almost half of all occupations have a share of postings that exceeds the share of current resume employment



Top 3 experience mismatch occupations: Computer and Mathematical, Architecture and Engineering, and Healthcare Practitioners and Technical

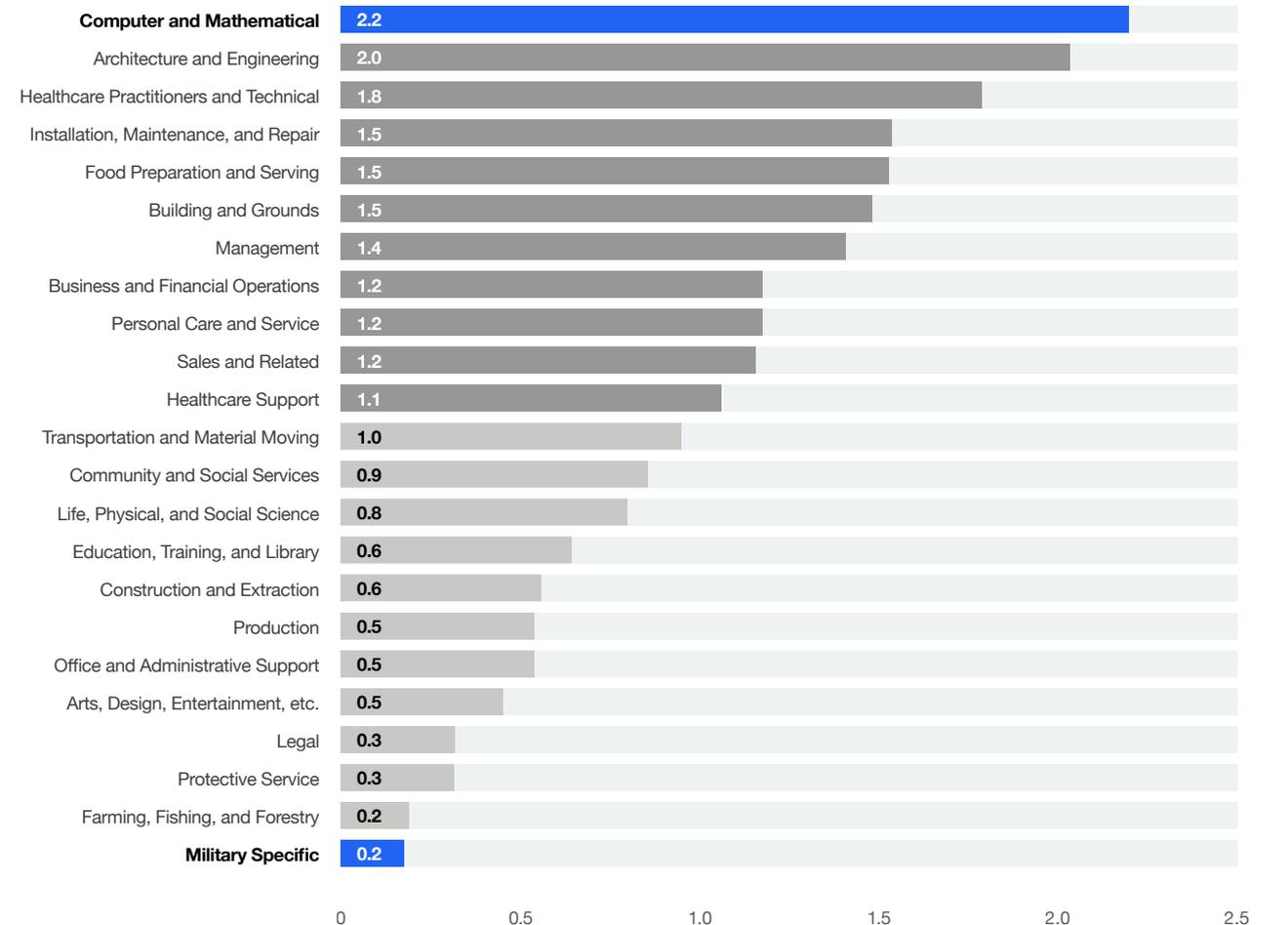


Office and Administrative Support, the most searched category, has a much smaller share of postings than searches



Experience Mismatch Index: Job Postings Compared to Current Employment

This index compares the share of job postings to the share of job seekers currently in this occupation.



Share of Job Postings Divided by the Share of Resumes Employed in That Occupation

Interest Mismatch Analysis

One-third of occupations face **heightened competition for job seeker interest**. A “mismatch occupation” has a **larger share of postings than weighted searches**.

Key Insights

8 of the 23 occupations have a share of postings that exceed the weighted share of searches



Food Preparation has the hardest time attracting interest

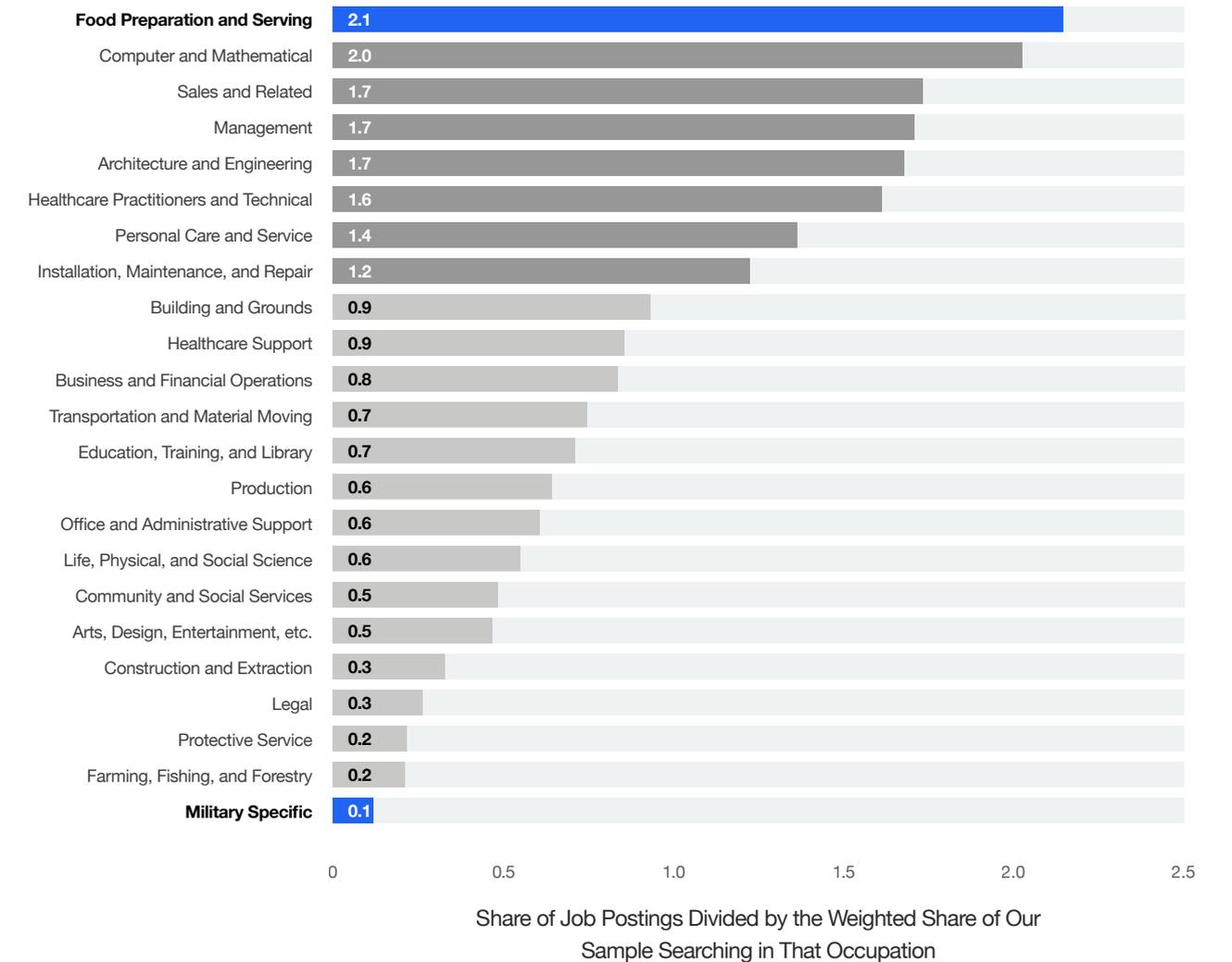


Those with a larger percentage of weighted searches relative to postings are “high interest” occupations



Interest Mismatch Index: Job Postings Compared to Job Searches

This index compares the share of job postings to the weighted share of people searching in this occupation.



Occupation Opportunity Analysis

Computer, Science, and Healthcare occupations have the highest opportunity ratios, with higher shares of job postings than people employed.

Key Insights

8 of the 23 occupations are high opportunity, with a higher share of postings than people employed



Limited opportunity occupations have a higher share of people employed than postings

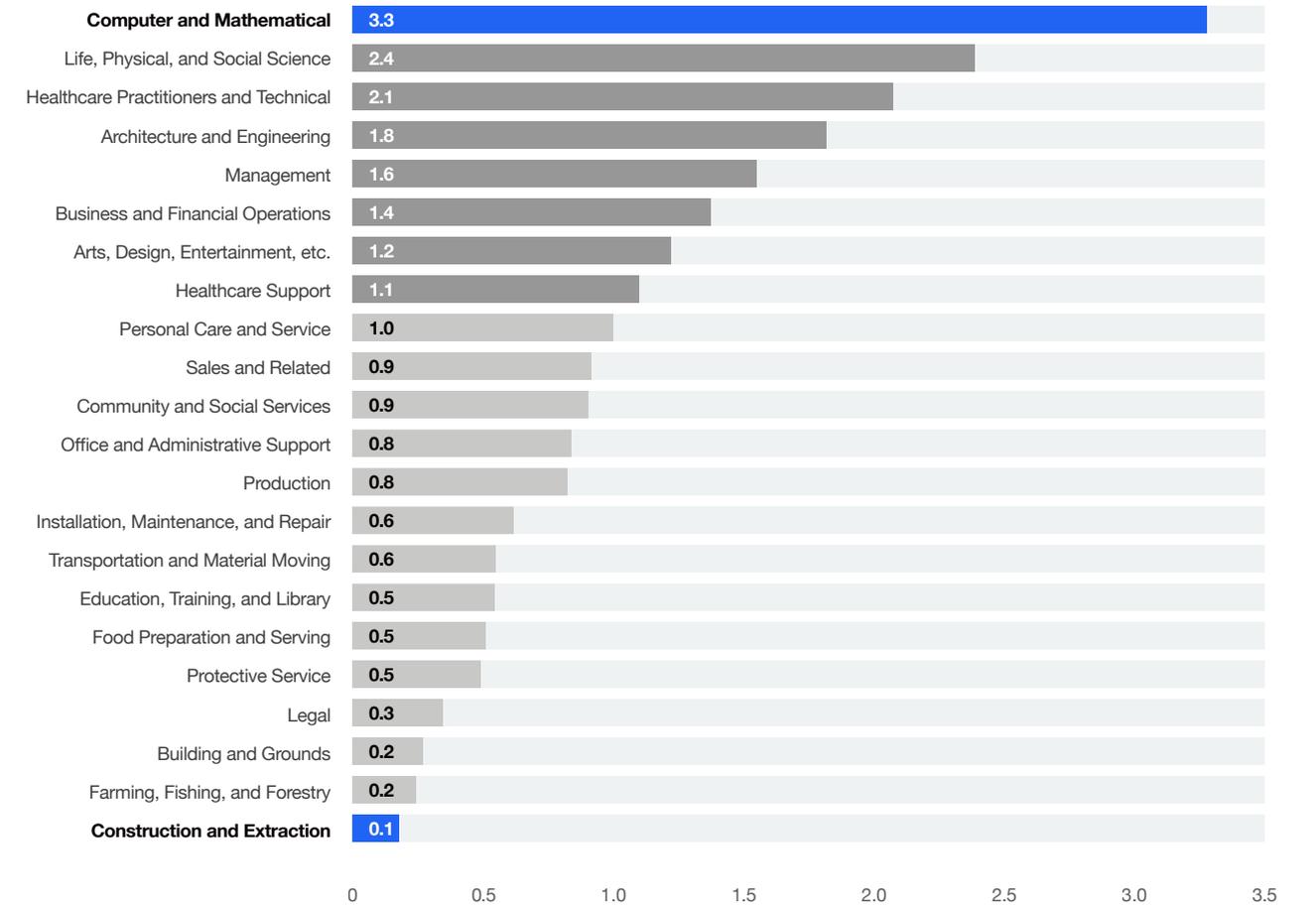


Computer and Mathematical is the highest opportunity occupation



Occupation Opportunity Index: Job Postings Compared to National Employment

This index compares the average share of Indeed job postings in 2012 with the share of people currently employed in this occupation in the US in 2012 according to government data.



Share of Job Postings Divided by the Share of US Employment in That Occupation

Occupation Representation Analysis

Occupation distribution of the Indeed resume sample is similar to US employment overall.

Key Insights

Low skill occupations, such as Food Preparation, Construction, and Building and Grounds Cleaning and Maintenance, are typically underrepresented in our resume sample



Underrepresentation here means that resumes are used less, but not necessarily that people are using Indeed less to search for these occupations

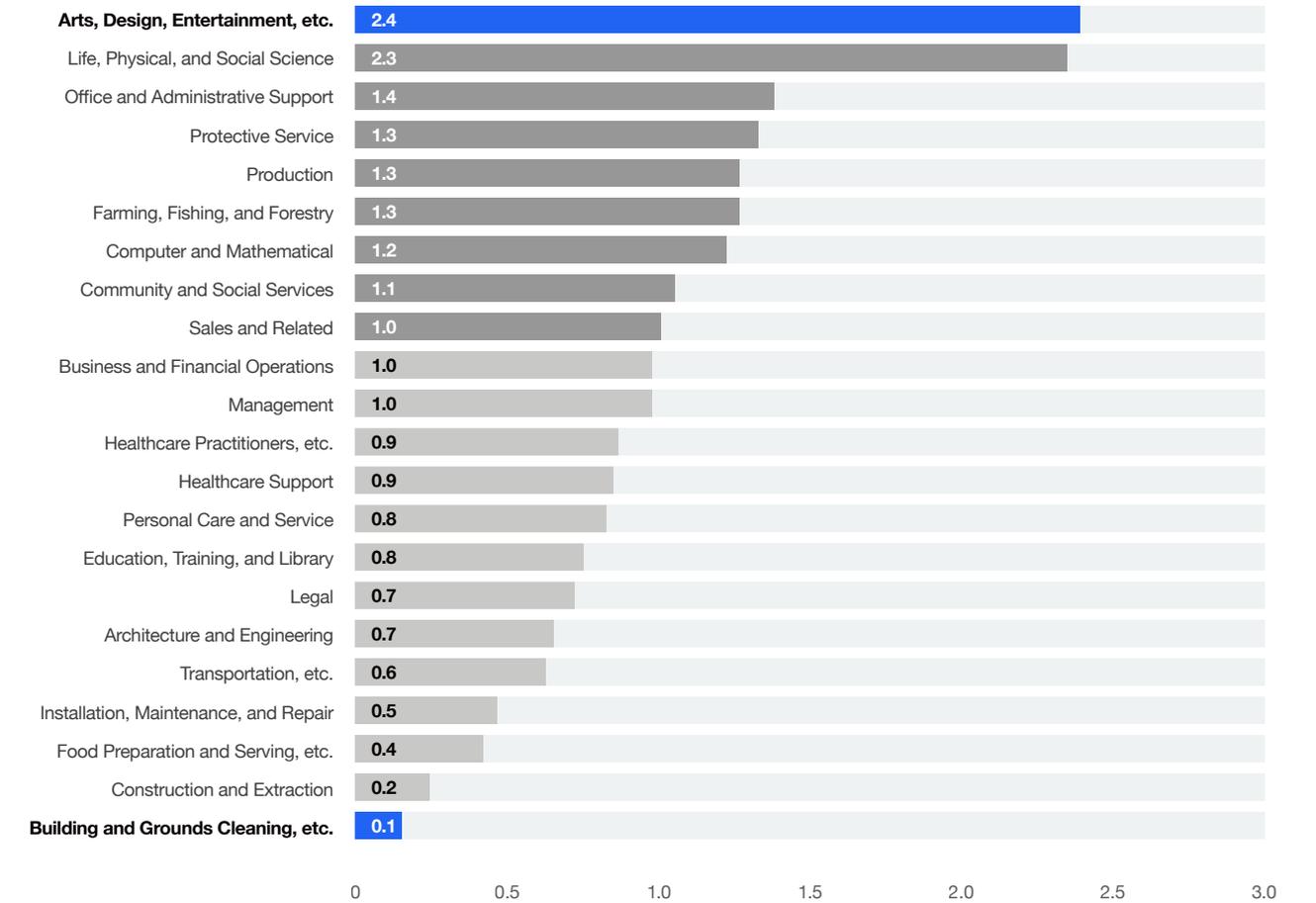


Arts, Sciences, and Office and Administrative Support are overrepresented in the resume sample



Occupation Representation Index: Indeed Resumes Compared to US Population

This index compares our resume sample with that of the employed US population based on government data. Occupations where the index is greater than one overrepresent the US population, while those less than one are underrepresented.



Share of Indeed Resumes Divided by the Share of US Employment in that Occupation

Occupation Satisfaction (Page 18)

On average across all 23 occupation categories, job seekers in our sample only looked for a position in their own occupation category 43.5% of the time. There is, however, substantial variation across the different categories, from a low of just over 12% (Farming, Fishing, and Forestry) to a high of over 72% (Healthcare Practitioners and Technical). Typically, the occupations that rank highest on the Satisfaction Index are those that require specialized training, such as the healthcare and legal professions. It could be that job seekers are truly satisfied with their career choice, or they may simply feel locked in after specializing. Only five occupations search within their own occupation over 50% of the time: Healthcare Practitioners and Technical (72.3%), Healthcare Support (58.6%), Legal (52.8%), Office and Administrative Support (52.4%), and Architecture and Engineering (51.2%).

An alternate way to look at our measure of satisfaction is to recognize that 56.5% of our sample exclusively searched for occupations outside their current occupation. On average, job seekers search in two different occupation categories, potentially including their own. Overall, 81.5% of our sample searched in an occupation category other than their current occupation. This suggests that job seekers are in general open to moving across broad occupation categories.

Healthcare stands out both in satisfaction within the occupation as well as relative disinterest in other occupations. Job seekers in Healthcare and Technical are the only people to search outside their category less than 50% of the time (49.3%), and job seekers in Healthcare Support are the second least likely to search outside their category.

There is a strong correlation between satisfaction and average salary for the occupation. The higher the average annual wages, the more likely someone is to search in their own occupation. Average salary alone explains 29.4% of the variability of satisfaction across the occupations. A \$10,000 increase in average salary is associated with an increase in satisfaction of 2.9 percentage points.

Occupation Desirability (Page 22)

We measure the desirability of an occupation as the percentage of job seekers not currently employed in that occupation who are searching for jobs in that category; in other words, the probability of an occupation being searched by a job seeker currently employed outside that occupation. Occupations vary widely in desirability. The average desirability is 7.1% across our 23 occupation categories. This may appear low, but a job seeker has 22 occupation categories other than their own from which to choose. Desirability is the probability that they search in a specific category other than their current occupation.

The top desirable occupation is Office and Administrative Support (25.4%). This is also the largest occupation in our resume sample, as well as in the overall employed US population according to the Current Population Survey (CPS). The remainder of the top five desirable occupations are Management (16.2%), Business and Financial Operations (12.5%), Sales and Related (12.1%), and Production (11.3%). Desirability is nearly unrelated to average salary for that occupation, with average salary explaining less than 2% of the variability in desirability, but it is instead closely related to the number of postings. The more job postings in an occupation category, the more people search for that occupation from

outside that occupation, with a one percentage point increase in the share of postings associated with a 0.9 percentage point increase in desirability. In fact, over 51.4% of the variability of desirability can be explained by the share of job postings. This suggests our job seekers are “forward looking” and knowledgeable about the labor market – they are interested in moving into growth occupations. However, searching in another occupation is not the same as moving into a new occupation. The salary offer for a particular position very likely plays a role in the decision to change jobs.

Despite the high satisfaction reported in Healthcare, these occupations are not considered particularly desirable. The Healthcare Practitioners and Technical category ranks sixth and Healthcare Support ranks 15th in terms of occupations others are searching to move into.

Occupation Mismatch (Page 28)

Our two measures of mismatch compare job postings on Indeed with two different characteristics of our sample. The Occupation Experience Mismatch Index (Page 28) measures the mismatch between postings and current employment based on the resumes, where a number greater than one means that the share of postings exceeds the share of people currently employed in that occupation. The Occupation Interest Mismatch Index (Page 30), compares the share of postings with the share of people searching for that occupation. A number greater than one means that the share of postings exceeds the share of people searching for that occupation, weighted by the average number of categories searched.

Not surprisingly, Computer and Mathematical comes out near the top in both indices. Experience mismatch is relatively predictable, with Computer and Mathematical, Architecture

and Engineering, and Healthcare Practitioners and Technical being the top three categories. Interest mismatch is a bit more surprising, with Food Preparation and Serving topping the list. Computer and Mathematical comes out second, while Sales and Related is third.

Occupation Opportunity and Representation (Page 32)

When the share of postings is larger than the share of people currently employed in this occupation, we call this a high opportunity occupation, and the Opportunity Index for that occupation takes a value greater than one. The term opportunity does not imply a projection of growth as a share of employment, however. These jobs could simply turn over more quickly, or these occupations may be more likely to be posted online relative to others, increasing their share of postings.

We report the Representation Index because there are reasons to expect that the sample we are using for this study may not be representative of the employed US population. People actively seeking another job and those using Indeed may not represent the same occupational mix as we see in the US economy overall. For example, the population on Indeed represents a more educated sample than the population at large.

Overall, the representation is rather intuitive – occupations that rely less on resumes, such as Food Preparation and Serving, Construction and Extraction, and Building and Grounds Cleaning and Maintenance, are underrepresented. This underrepresentation does not mean that people do not use Indeed to search for these occupations or to move from these occupations – they simply do not post resumes as often.



Occupation Profiles

23 Standard Occupational Categories

Workers are regularly classified into occupational categories based upon the type of work they perform. The standard set of occupational categories comprises 23 occupations, and it is defined by the Standard Occupational Classification (SOC) system, and used by Federal statistical agencies. The following profiles focus on the type of work performed (the occupation) rather on the type of business establishment where the work is performed (the industry). The occupation profiles were created using Indeed postings, resume, and search data, with supporting data from the Bureau of Labor Statistics (BLS) and the Current Population Survey (CPS).

Each of the 23 occupations is profiled on the following pages. Occupations are classified by desirability, satisfaction, and opportunity outlook. Information about education, experience, and salary is included along with data on employment, job postings, and searches in the category.

Architecture and Engineering

Arts, Design, Entertainment, Sports, and Media

Building and Grounds Cleaning and Maintenance

Business and Financial Operations

Community and Social Services

Computer and Mathematical

Construction and Extraction

Education, Training, and Library

Farming, Fishing, and Forestry

Food Preparation and Serving Related

Healthcare Practitioners and Technical

Healthcare Support

Installation, Maintenance, and Repair

Legal

Life, Physical, and Social Science

Management

Military Specific

Office and Administrative Support

Personal Care and Service

Production

Protective Service

Sales and Related

Transportation and Material Moving

Architecture and Engineering

Popular job titles: project engineer, mechanical engineer, principal consultant, electrical engineer, manufacturing engineer, engineering technician, quality engineer, field service engineer, field engineer, electronic technician

Architecture and Engineering ranks the **second highest in experience mismatch** with a significantly smaller share of people currently employed in this occupation compared to job postings.

Key Trends in Architecture and Engineering



Low Desirability:
Few people seek to enter this occupation

2.8% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

51.2% of people employed in this occupation also searched here, compared to an average of 43.5%.



High Opportunity:
Larger share of postings than employed

An opportunity ratio of 1.8 indicates a higher share of postings than people currently employed in this occupation.

Detailed view of Architecture and Engineering

Education

This occupation has an above average share of master's degrees



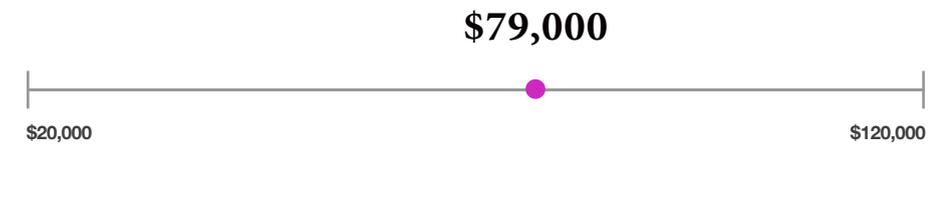
Experience Level

This occupation is high in experience level



Average Salary (BLS)

This occupation ranks high in average salary



Who wants to work in this occupation?

1. Architecture and Engineering
2. Production
3. Management
4. Office and Administrative Support
5. Transportation and Material Moving

Architecture and Engineering has a notably higher share of postings than people currently employed

1.5% of our sample are employed in Architecture and Engineering

3.7% of Indeed's job postings are in Architecture and Engineering

3.5% of our sample searched in Architecture and Engineering

Arts, Design, Entertainment, Sports, and Media

Popular job titles: director, graphic designer, merchandiser, program manager, freelance graphic designer, photographer, freelance writer, program coordinator, program director, creative director

Arts etc. is relatively larger on Indeed than in the current labor market. It makes up 2.4% of our job postings and over 5% of our resume sample but only 2% of the overall employed population.

Key Trends in Arts, Design, Entertainment, Sports, and Media



High Desirability:
Many people seek to enter this occupation

8.2% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

44.4% of people employed in this occupation also searched here, compared to an average of 43.5%.



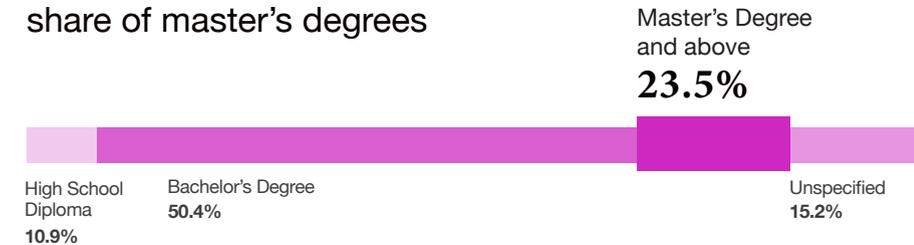
High Opportunity:
Larger share of postings than employed

An opportunity ratio of 1.2 indicates a higher share of postings than people currently employed in this occupation.

Detailed view of Arts, Design, Entertainment, Sports, and Media

Education

This occupation has an above average share of master's degrees



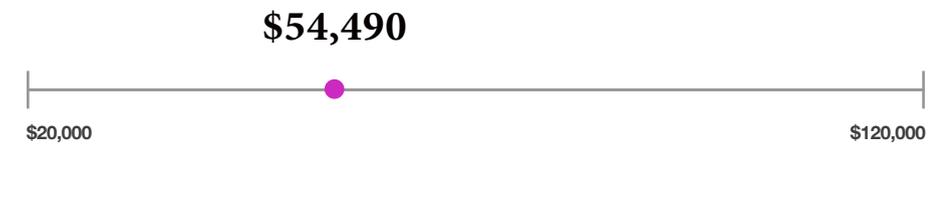
Experience Level

This occupation is high in experience level



Average Salary (BLS)

This occupation ranks above average in salary



Who wants to work in this occupation?

1. Arts, Design, Entertainment, Sports, and Media
2. Management
3. Office and Administrative Support
4. Sales and Related
5. Production

Arts, Design, Entertainment, Sports, and Media is a relatively popular category to search in

5.4% of our sample are employed in Arts, Design, Entertainment, Sports, and Media

2.4% of Indeed's job postings are in Arts, Design, Entertainment, Sports, and Media

10.1% of our sample searched in Arts, Design, Entertainment, Sports, and Media

Building and Grounds Cleaning and Maintenance

Popular job titles: housekeeper, housekeeping, custodian, janitor, assistant controller, landscaper, housekeeping supervisor, janitorial, groundskeeper, house cleaner

This occupation represents the **second smallest category** in our resume sample. And it is the **third least popular category** to search within.

Key Trends in Building and Grounds Cleaning and Maintenance



Low Desirability:
Few people seek to enter this occupation

1.5% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

33.8% of people employed in this occupation also searched here, compared to an average of 43.5%.



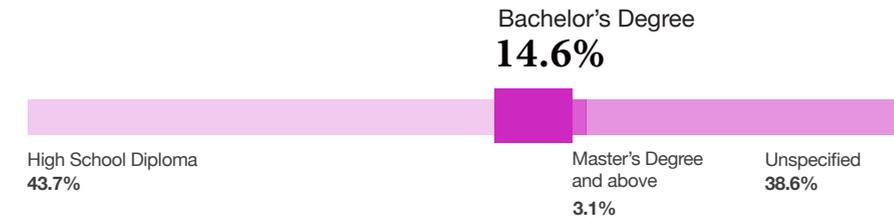
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.2 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Building and Grounds Cleaning and Maintenance

Education

This occupation has the smallest share of bachelor's degrees



Experience Level

In our sample, this occupation is below average in experience



Average Salary (BLS)

This occupation ranks very low in average salary



Who wants to work in this occupation?

- Office and Administrative Support
- Building and Grounds Cleaning and Maintenance
- Sales and Related
- Production
- Management

Building and Grounds Cleaning and Maintenance has a small share of postings and searches

0.5% of our sample are employed in Building and Grounds Cleaning and Maintenance

0.7% of Indeed's job postings are in Building and Grounds Cleaning and Maintenance

1.7% of our sample searched in Building and Grounds Cleaning and Maintenance

Business and Financial Operations

Popular job titles: account manager, accountant, staff accountant, financial analyst, senior accountant, business manager, accounting manager, buyer, recruiter

Business and Financial Operations is a relatively **high opportunity occupation** with **above average satisfaction**. Notably, it ranks **third in desirability**.

Key Trends in Community and Social Services



High Desirability:
Many people seek to enter this occupation

12.5% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

48.9% of people employed in this occupation also searched here, compared to an average of 43.5%.



High Opportunity:
Larger share of postings than employed

An opportunity ratio of 1.4 indicates a higher share of postings than people currently employed in this occupation.

Detailed view of Business and Financial Operations

Education

This occupation has an above average share of master's degrees



Experience Level

This occupation is high in experience level



Average Salary (BLS)

This occupation ranks high in average salary



Who wants to work in this occupation?

1. Office and Administrative Support
2. Business and Financial Operations
3. Management
4. Sales and Related
5. Production

Business and Financial Operations is a popular search category

5.2% of our sample are employed in Business and Financial Operations

6.4% of Indeed's job postings are in Business and Financial Operations

14.4% of our sample searched in Business and Financial Operations

Community and Social Services

Popular job titles: internship, counselor, social worker, educator, mentor, senior director, camp counselor, mental health counselor, clinician, academic advisor

Community and Social Services ranks slightly below average in terms of both desirability and satisfaction. Notably, neither of the top two categories searching here are this occupation.

Key Trends in Community and Social Services



Low Desirability:
Few people seek to enter this occupation

5.8% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

40.1% of people employed in this occupation also searched here, compared to an average of 43.5%.



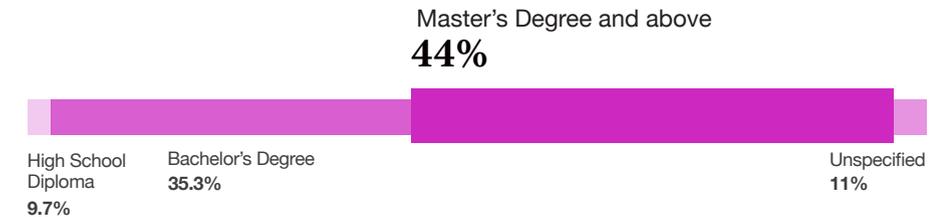
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.9 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Community and Social Services

Education

This occupation has the largest share of master's degrees



Experience Level

In our sample, this occupation is slightly above average in experience



Average Salary (BLS)

This occupation ranks low in average salary



Who wants to work in this occupation?

1. Education, Training, and Library
2. Office and Administrative Support
3. Community and Social Services
4. Management
5. Sales and Related

Community and Social Services is below average in both postings and searches

1.8% of our sample are employed in Community and Social Services

1.4% of Indeed's job postings are in Community and Social Services

6.4% of our sample searched in Community and Social Services

Computer and Mathematical

Popular job titles: software engineer, senior software engineer, network engineer, systems engineer, software developer, web developer, analyst, data analyst, systems administrator

The Computer and Mathematical category is the **top opportunity occupation** and has a **relatively satisfied** talent base, but too few people seek jobs in this field, possibly due to specialization level.

Key Trends in Computer and Mathematical



Low Desirability:
Few people seek to enter this occupation

6.0% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

46.9% of people employed in this occupation also searched here, compared to an average of 43.5%.



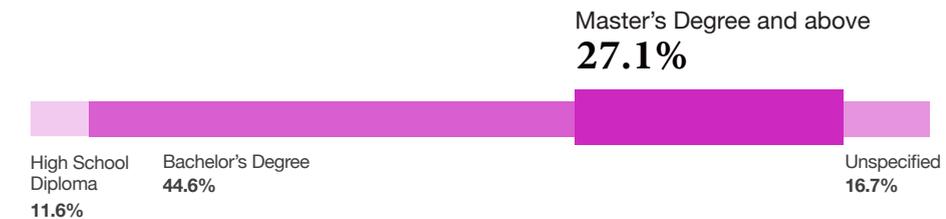
High Opportunity:
Larger share of postings than employed

An opportunity ratio of 3.3 indicates a much higher share of postings than people currently employed in this occupation.

Detailed view of Computer and Mathematical

Education

This occupation has an above average share of master's degrees



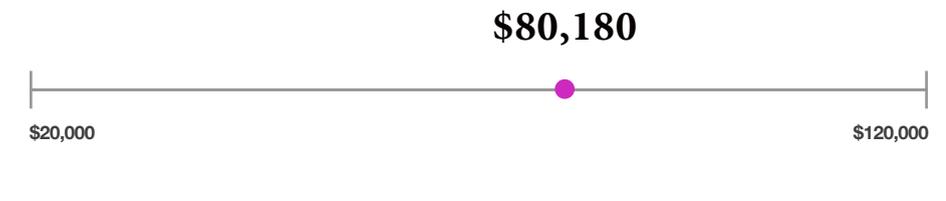
Experience Level

In our sample, this occupation is slightly below average in experience



Average Salary (BLS)

This occupation ranks high in average salary



Who wants to work in this occupation?

1. Computer and Mathematical
2. Office and Administrative Support
3. Management
4. Sales and Related
5. Business and Financial Operations

Computer and Mathematical has a substantial portion of job postings

3.5% of our sample are employed in Computer and Mathematical

8.8% of Indeed's job postings are in Computer and Mathematical

7.4% of our sample searched in Computer and Mathematical

Construction and Extraction

Popular job titles: laborer, electrician, carpenter, overnight stocker, foreman, equipment operator, heavy equipment operator, construction worker, handyman, journeyman electrician

Construction and Extraction has a small share of postings on Indeed. It has [below average satisfaction and desirability levels](#), but the [third highest average years of experience](#).

Key Trends in Construction and Extraction



Low Desirability:
Few people seek to enter this occupation

3.8% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction: Fewer than average search in their category

36.7% of people employed in this occupation also searched here, compared to an average of 43.5%.



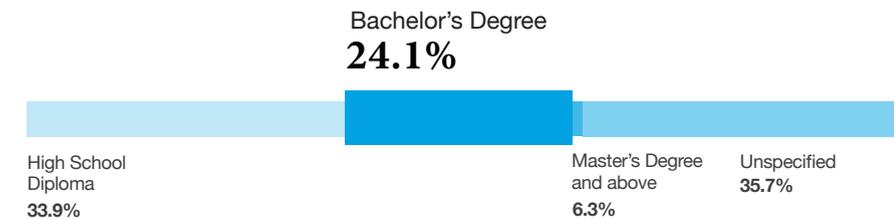
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.1 indicates a much lower share of postings than people currently employed in this occupation.

Detailed view of Construction and Extraction

Education

This occupation has a below average share of bachelor's degrees



Experience Level

This occupation is high in experience level



Average Salary (BLS)

This occupation ranks slightly low in average salary



Who wants to work in this occupation?

1. Office and Administrative Support
2. Construction and Extraction
3. Management
4. Production
5. Sales and Related

Construction and Extraction has a small share of postings on Indeed

1.3% of our sample are employed in Construction and Extraction

0.6% of Indeed's job postings are in Construction and Extraction

4.2% of our sample searched in Construction and Extraction

Education, Training, and Library

Popular job titles: substitute teacher, teacher, research assistant, instructor, adjunct professor, graduate research assistant, lead teacher, adjunct instructor, adjunct faculty, teacher assistant

This occupation has **slightly above average desirability**; however, **satisfaction** for those currently employed in this occupation is **lower than the average salary** would predict.

Key Trends in Education, Training, and Library



High Desirability:
Many people seek to enter this occupation

7.4% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

34.2% of people employed in this occupation also searched here, compared to an average of 43.5%.



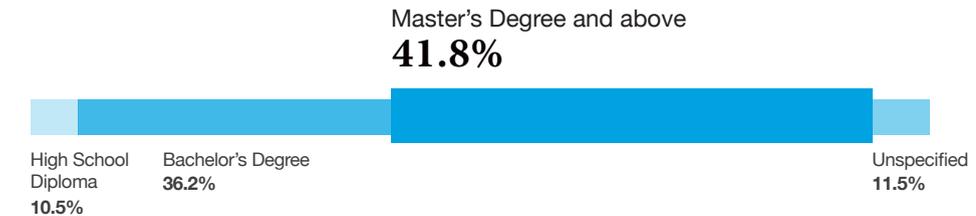
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.5 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Education, Training and Library

Education

This occupation has an above average share of master's degrees



Experience Level

In our sample, this occupation is slightly below average in experience **10.6 years**



Average Salary (BLS)

This occupation ranks nearly average in salary



Who wants to work in this occupation?

1. Education, Training, and Library
2. Office and Administrative Support
3. Sales and Related
4. Management
5. Arts, Design, Entertainment, Sports, and Media

Education, Training, and Library is slightly below average in terms of both postings and searches.

4.9% of our sample are employed in Education, Training, and Library

3.2% of Indeed's job postings are in Education, Training, and Library

8.7% of our sample searched in Education, Training, and Library

Farming, Fishing, and Forestry

Popular job titles: crew member, independent contractor, contractor, general contractor, farm hand, self-employed contractor, independent contractor/consultant, crew member, farm hand, crew foreman

Farming, Fishing, and Forestry is the **third smallest employment category** in our sample. It is the **least satisfied category**, with the **second lowest annual salary**.

Key Trends in Farming, Fishing, and Forestry



Low Desirability:
Few people seek to enter this occupation

1.5% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

12.4% of people employed in this occupation also searched here, compared to an average of 43.5%.



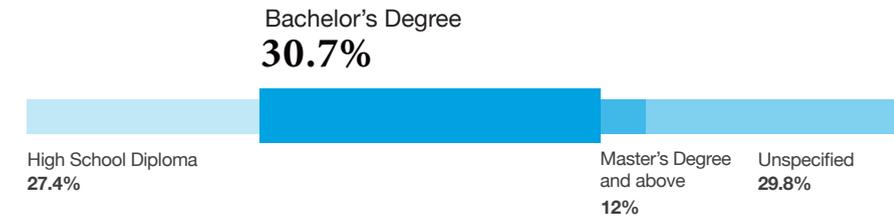
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.2 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Farming, Fishing, and Forestry

Education

This occupation has a below average share of bachelor's degrees



Experience Level

In our sample, this occupation is slightly below average in experience



Average Salary (BLS)

This occupation ranks very low in average salary



Who wants to work in this occupation?

- Office and Administrative Support
- Sales and Related
- Management
- Production
- Farming, Fishing, and Forestry

Farming, Fishing, and Forestry is the second smallest category in terms of both postings and searches.

0.9% of our sample are employed in Farming, Fishing, and Forestry

0.1% of Indeed's job postings are in Farming, Fishing, and Forestry

1.6% of our sample searched in Farming, Fishing, and Forestry

Food Preparation and Serving Related

Popular job titles: server, bartender, hostess, waitress, barista, line cook, food service worker, bartender/server, banquet server, executive chef

Food Preparation and Serving tops our interest mismatch list with **low job seeker interest** relative to the available job postings, most likely related to its **last place ranking in average salary**.

Key Trends in Food Preparation and Serving



Low Desirability:
Few people seek to enter this occupation

2.8% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

27.5% of people employed in this occupation also searched here, compared to an average of 43.5%.



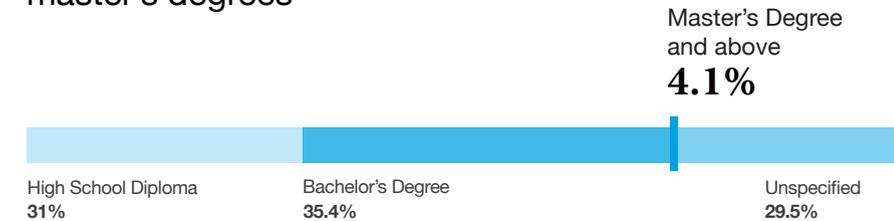
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.5 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Food Preparation and Serving

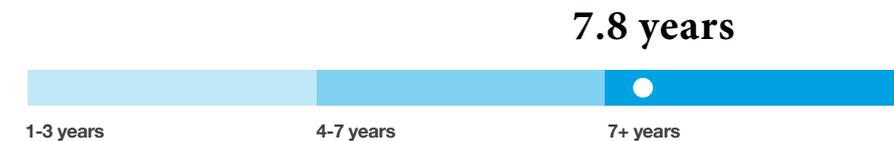
Education

This occupation has the second smallest share of master's degrees



Experience Level

This occupation is low in experience level



Average Salary (BLS)

This occupation ranks very low in average salary



Who wants to work in this occupation?

1. Food Preparation and Serving
2. Office and Administrative Support
3. Sales and Related
4. Management
5. Production

Food Preparation and Serving receives relatively little interest from job seekers

2.4% of our sample are employed in Food Preparation and Serving

2.9% of Indeed's job postings are in Food Preparation and Serving

3.4% of our sample searched in Food Preparation and Serving

Healthcare Practitioners and Technical

Popular job titles: pharmacy technician, registered nurse, physical therapist, occupational therapist, nurse practitioner, licensed practical nurse, speech language pathologist, physician assistant, family practice physician, dentist

Healthcare Practitioners and Technical has a large share of job postings and remains one of the [top opportunities for careers high in satisfaction](#).

Key Trends in Healthcare Practitioners and Technical



High Desirability:
Many people seek to enter this occupation

9.0% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

72.3% of people employed in this occupation also searched here, compared to an average of 43.5%.



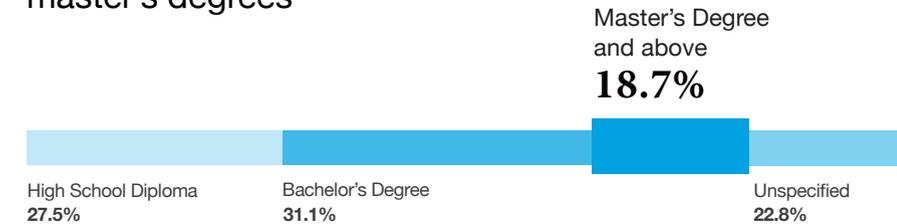
High Opportunity:
Larger share of postings than employed

An opportunity ratio of 2.1 indicates a higher share of postings than people currently employed in this occupation.

Detailed view of Healthcare Practitioners and Technical

Education

This occupation has a slightly above average share of master's degrees



Experience Level

In our sample, this occupation is slightly above average in experience



Average Salary (BLS)

This occupation ranks high in average salary



Who wants to work in this occupation?

1. Healthcare Practitioners and Technical
2. Office and Administrative Support
3. Sales and Related
4. Management
5. Production

Healthcare Practitioners and Technical has one of the highest shares of postings on Indeed

5.9% of our sample are employed in Healthcare Practitioners and Technical

11.6% of Indeed's job postings are in Healthcare Practitioners and Technical

12.7% of our sample searched in Healthcare Practitioners and Technical

Healthcare Support

Popular job titles: medical assistant, cna, home health aide, phlebotomist, dental assistant, massage therapist, certified medical assistant, patient care technician, certified nurse assistant, cna/caregiver

Healthcare Support ranks **second in satisfaction**. It is a **relatively high opportunity occupation**, but it has a **below average desirability ranking**, possibly due to required specialized training.

Key Trends in Healthcare Support



Low Desirability:
Few people seek to enter this occupation

4.4% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

58.6% of people employed in this occupation also searched here, compared to an average of 43.5%.



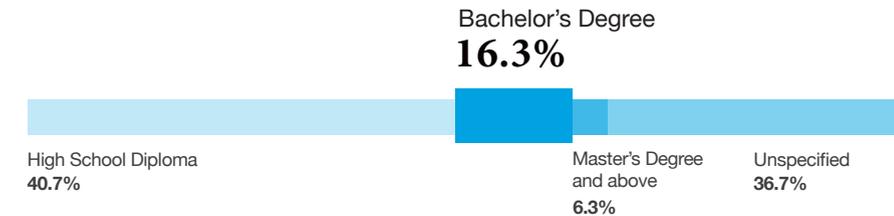
High Opportunity:
Larger share of postings than employed

An opportunity ratio of 1.1 indicates a higher share of postings than people currently employed in this occupation.

Detailed view of Healthcare Support

Education

This occupation has the second smallest share of bachelor's degrees



Experience Level

This occupation is relatively low in experience level



Average Salary (BLS)

This occupation ranks low in average salary



Who wants to work in this occupation?

1. Healthcare Support
2. Office and Administrative Support
3. Sales and Related
4. Healthcare Practitioners and Technical
5. Personal Care and Service

Healthcare Support is below average in terms of both postings and searches

2.4% of our sample are employed in Healthcare Support

2.7% of Indeed's job postings are in Healthcare Support

5.7% of our sample searched in Healthcare Support

Installation, Maintenance, and Repair

Popular job titles: maintenance technician, service technician, mechanic, computer technician, service manager, maintenance, automotive technician, maintenance mechanic, maintenance worker

Installation, Maintenance, and Repair ranks **second** in years of experience, with **limited opportunity** and **below average desirability and satisfaction**.

Key Trends in Installation, Maintenance, and Repair



Low Desirability:
Few people seek to enter this occupation

3.5% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

40.0% of people employed in this occupation also searched here, compared to an average of 43.5%.



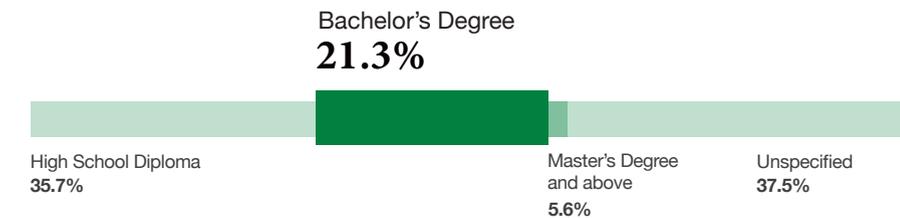
Limited Opportunity:
Smaller share of postings than employed

A growth ratio of 0.6 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Installation, Maintenance, and Repair

Education

This occupation has a below average share of bachelor's degrees



Experience Level

This occupation is high in experience level



Average Salary (BLS)

This occupation ranks slightly low in average salary



Who wants to work in this occupation?

1. Installation, Maintenance, and Repair
2. Production
3. Office and Administrative Support
4. Management
5. Sales and Related

Installation, Maintenance, and Repair is a relatively small occupation on Indeed

1.7% of our sample are employed in Installation, Maintenance, and Repair

2.1% of Indeed's job postings are in Installation, Maintenance, and Repair

4.1% of our sample searched in Installation, Maintenance, and Repair

Legal

Popular job titles: legal assistant, paralegal, attorney, associate attorney, contract attorney, law clerk, underwriter, attorney at law, litigation paralegal, paralegal/legal assistant

Legal is the **third most satisfied occupation**. With a **low share of job postings** compared to the share of the population working in this profession, it is classified as a **limited opportunity**.

Key Trends in Legal



Low Desirability:
Few people seek to enter this occupation

2.0% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

52.8% of people employed in this occupation also searched here, compared to an average of 43.5%.



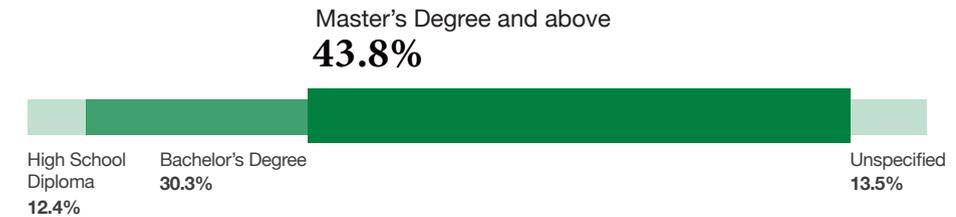
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.3 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Legal

Education

This occupation has the second largest share of master's degrees



Experience Level

In our sample, this occupation is slightly above average in experience **10.8 years**



Average Salary (BLS)

This occupation ranks second highest in average salary **\$98,570**



Who wants to work in this occupation?

1. Legal
2. Office and Administrative Support
3. Sales and Related
4. Management
5. Community and Social Services

Legal is a small category in terms of postings, current employment, and searches

1.0% of our sample are employed in Legal

0.4% of Indeed's job postings are in Legal

2.5% of our sample searched in Legal

Life, Physical, and Social Science

Popular job titles: research associate, postdoctoral fellow, research scientist, research analyst

Life, Physical, and Social Science ranks **second as a high opportunity occupation**, with **above average satisfaction** but **below average desirability**, conceivably because it requires specialized training.

Key Trends in Life, Physical, and Social Science



Low Desirability:
Few people seek to enter this occupation

6.0% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

45.8% of people employed in this occupation also searched here, compared to an average of 43.5%.



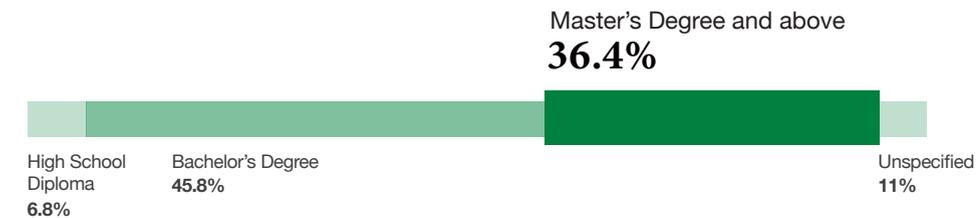
High Opportunity:
Larger share of postings than employed

An opportunity ratio of 2.4 indicates a higher share of postings than people currently employed in this occupation.

Detailed view of Life, Physical, and Social Science

Education

This occupation has an above average share of master's degrees



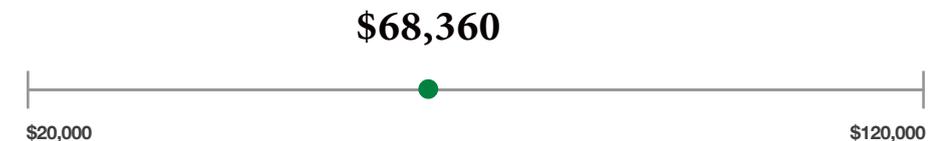
Experience Level

In our sample, this occupation is slightly below average in experience



Average Salary (BLS)

This occupation ranks high in average salary



Who wants to work in this occupation?

1. Life, Physical, and Social Science
2. Management
3. Office and Administrative Support
4. Sales and Related
5. Arts, Design, Entertainment, Sports, and Media

Life, Physical, and Social Science is a relatively small category in terms of both postings and current employment

2.5% of our sample are employed in Life, Physical, and Social Science

2.2% of Indeed's job postings are in Life, Physical, and Social Science

7.0% of our sample searched in Life, Physical, and Social Science

Management

Popular job titles: manager, project manager, store manager, general manager, operations manager, sales manager, president, vice president, marketing manager, shift manager

Management has the **highest average salary**, ranks second in desirability, and it has the **largest number of job postings**. People employed in management have the **highest average years of experience**.

Key Trends in Management



High Desirability:
Many people seek to enter this occupation

16.2% of people outside of Management search here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

44.1% of people employed in Management also searched here, compared to an occupation average of 43.5%, indicating relatively high satisfaction.



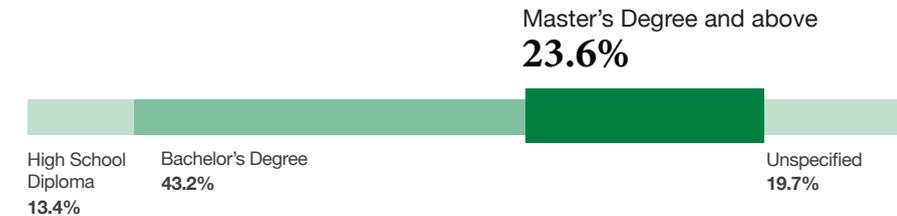
High Opportunity:
Larger share of postings than employed

A growth ratio of 1.6 in Management indicates a higher share of postings than people currently employed here, making it a growth opportunity.

Detailed View of Management

Education

Nearly a quarter of people in management have their master's degree



Experience Level

This occupation is at the top in experience level



Average Salary (BLS)

This occupation ranks the highest in average salary



Who wants to work in this occupation?

1. Management
2. Office and Administrative Support
3. Sales and Related
4. Business and Financial Operations
5. Arts, Design, Entertainment, Sports, and Media

Management is the largest occupation on Indeed

12.3% of our sample are employed in Management

17.5% of Indeed's job postings are in Management

19.6% of our sample searched in Management

Military Specific

Popular job titles: intelligence analyst, military police officer, military police, soldier, senior intelligence analyst, all-source intelligence analyst, army national guard, US army, military, intelligence officer

Military Specific is the **smallest occupation category** represented, **with few job postings on Indeed** for military specific positions.

Key Trends in Military Specific



Low Desirability:
Few people seek to enter this occupation

0.5% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

22.4% of people employed in this occupation also searched here, compared to an average of 43.5%.



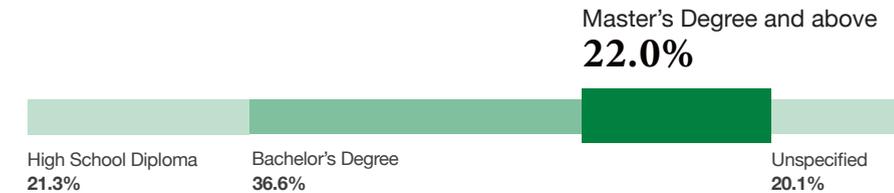
Opportunity:
Not Available for Military Occupations

The opportunity ratio is produced only for the civilian population.

Detailed view of Military Specific

Education

This occupation has an above average share of master's degrees



Experience Level

This occupation is below average in experience



Average Salary (BLS)

Average salary is not available for military occupations

Who wants to work in this occupation?

1. Office and Administrative Support
2. Sales and Related
3. Production
4. Management
5. Protective Service

Military Specific is the smallest occupation on Indeed

0.1% of our sample are employed in Military Specific

0.02% of Indeed's job postings are in Military Specific

0.5% of our sample searched in Military Specific

Office and Administrative Support

Popular job titles: customer service representative, administrative assistant, office manager, customer service, receptionist, intern, office assistant, teller, customer service associate, executive assistant

Office and Administrative Support is the **largest employment category** and the **most desirable occupation**. It also ranks well **above average for satisfaction**.

Key Trends in Office and Administrative Support



High Desirability:
Many people seek to enter this occupation

25.4% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

52.4% of people employed in this occupation also searched here, compared to an average of 43.5%.



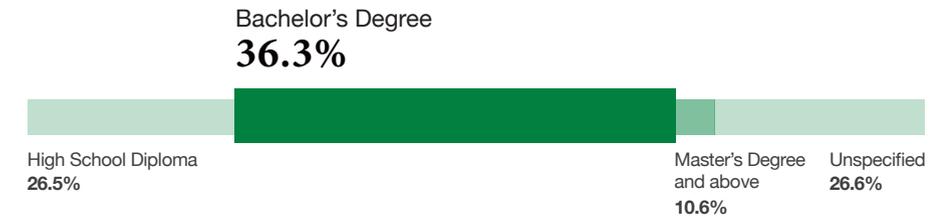
Limited Opportunity:
Smaller share of postings than employed

An opportunity of 0.8 indicates a lower share of postings than people currently employed in this occupation.

Detailed View of Office and Administrative Support

Education

This occupation has a below average share of bachelor's degrees



Experience Level

This occupation is low in experience level

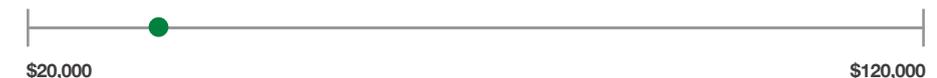
9.8 years



Average Salary (BLS)

This occupation ranks low in average salary

\$34,410



Who wants to work in this occupation?

- Office and Administrative Support
- Sales and Related
- Management
- Production
- Business and Financial Operations

Office and Administrative Support is the most searched category

17.5% of our sample are employed in Office and Administrative Support

10.4% of Indeed's job postings are in Office and Administrative Support

30.1% of our sample searched in Office and Administrative Support

Personal Care and Service

Popular job titles: nanny, babysitter, dietary aide, direct support professional, personal trainer, hair stylist, residential counselor, child care provider

Personal Care and Service is the **second least satisfied occupation**, with the **third lowest average salary** and the **third lowest average years of experience**.

Key Trends in Personal Care and Service



Low Desirability:
Few people seek to enter this occupation

4.8% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

19.0% of people employed in this occupation also searched here, compared to an average of 43.5%.



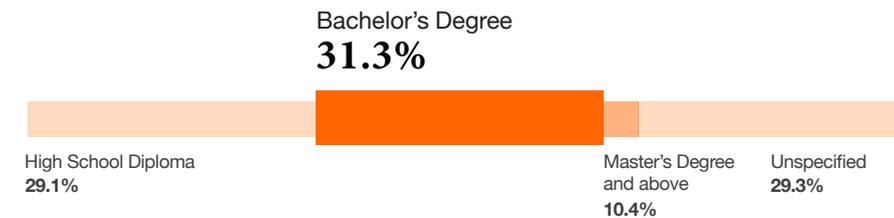
Stable Opportunity:
Postings balanced with currently employed

An opportunity ratio of 1.0 indicates an equal share of postings to people currently employed in this occupation.

Detailed view of Personal Care and Service

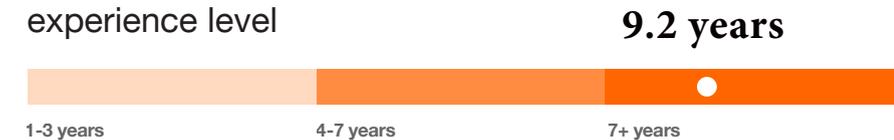
Education

This occupation has a below average share of bachelor's degrees



Experience Level

This occupation is relatively low in experience level



Average Salary (BLS)

This occupation ranks very low in average salary



Who wants to work in this occupation?

1. Office and Administrative Support
2. Sales and Related
3. Personal Care and Service
4. Management
5. Education, Training, and Library

Personal Care and Service is slightly below average in postings, resumes, and searches

3.1% of our sample are employed in Personal Care and Service

3.7% of Indeed's job postings are in Personal Care and Service

5.3% of our sample searched in Personal Care and Service

Production

Popular job titles: machine operator, shift supervisor, team member, team leader, warehouse worker, technician, dispatcher

Production is the fourth largest category in our resume sample, with relatively **high desirability**, but well **below average satisfaction**.

Key Trends in Production



High Desirability:
Many people seek to enter this occupation

11.3% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

29.2% of people employed in this occupation also searched here, compared to an average of 43.5%.



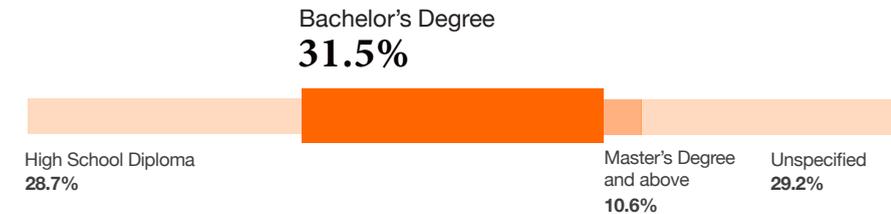
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.8 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Production

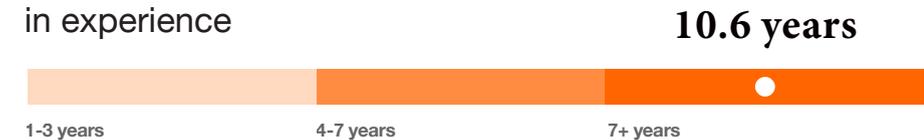
Education

This occupation has a below average share of bachelor's degrees



Experience Level

This occupation is slightly below average in experience



Average Salary (BLS)

This occupation ranks low in average salary



Who wants to work in this occupation?

1. Production
2. Office and Administrative Support
3. Management
4. Sales and Related
5. Arts, Design, Entertainment, Sports, and Media

Production is the fourth largest current occupation category in our sample

7.7% of our sample are employed in Production

4.9% of Indeed's job postings are in Production

12.7% of our sample searched in Production

Protective Service

Popular job titles: security officer, case manager, security guard, correctional officer, police officer, lifeguard, transportation security officer, corrections officer, armed security officer, security

Protective Service is a **limited opportunity occupation**. Strong interest relative to job postings in the category provides a steady supply of talent.

Key Trends in Protective Service



High Desirability:
Many people seek to enter this occupation

7.7% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

40.3% of people employed in this occupation also searched here, compared to an average of 43.5%.



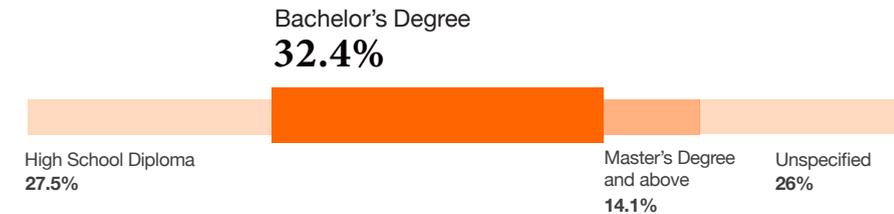
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.5 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Protective Service

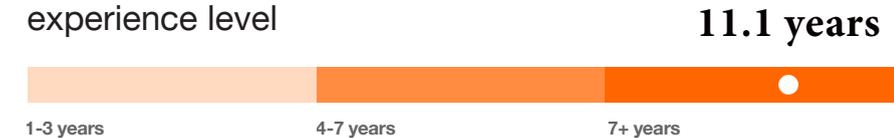
Education

This occupation has a below average share of bachelor's degrees



Experience Level

This occupation is relatively high in experience level



Average Salary (BLS)

This occupation ranks low in average salary



Who wants to work in this occupation?

1. Office and Administrative Support
2. Protective Service
3. Sales and Related
4. Management
5. Production

Protective Service is surprisingly popular in searches given the small share of postings and resumes

3.1% of our sample are employed in Protective Service

1.1% of Indeed's job postings are in Protective Service

8.7% of our sample searched in Protective Service

Sales and Related

Popular job titles: sales associate, cashier, assistant manager, consultant, sales representative, account executive, cashier/customer service, assistant store manager, associate, sales consultant

Sales and Related is the **third largest occupational category** and the **third most popular occupation category** to search within. It is ranked relatively **low in satisfaction**, however.

Key Trends in Sales and Related



High Desirability:
Many people seek to enter this occupation

12.1% of people outside of this occupation searched here, compared to an average of 7.1%.



Low Satisfaction:
Fewer than average search in their category

33.2% of people employed in this occupation also searched here, compared to an average of 43.5%.



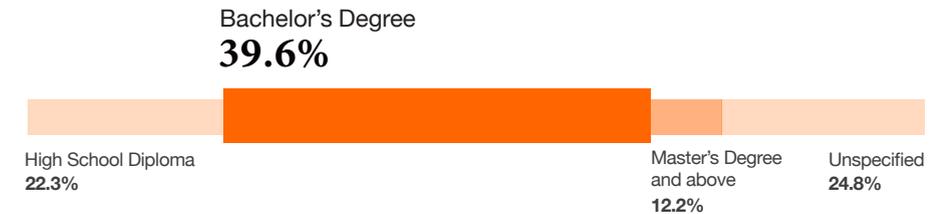
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.9 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Sales and Related

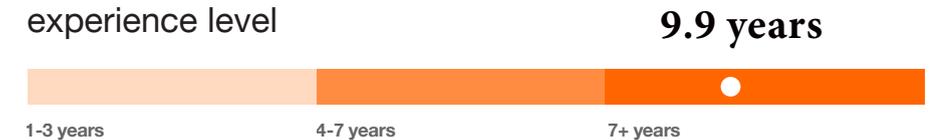
Education

This occupation has a below average share of bachelor's degrees



Experience Level

This occupation is relatively low in experience level



Average Salary (BLS)

This occupation ranks low in average salary



Who wants to work in this occupation?

1. Sales and Related
2. Office and Administrative Support
3. Management
4. Business and Financial Operations
5. Production

Sales and Related is the third most commonly searched category

11.2% of our sample are employed in Sales and Related

9.9% of Indeed's job postings are in Sales and Related

14.5% of our sample searched in Sales and Related

Transportation and Material Moving

Popular job titles: driver, owner/operator, delivery driver, material handler, truck driver, forklift operator, bus driver, package handler, operations supervisor, operator

Transportation and Material Moving is classified as a **limited opportunity**, but has **above average satisfaction and desirability**.

Key Trends in Transportation and Material Moving



High Desirability:
Many people seek to enter this occupation

8.2% of people outside of this occupation searched here, compared to an average of 7.1%.



High Satisfaction:
More than average search in their category

45.7% of people employed in this occupation also searched here, compared to an average of 43.5%.



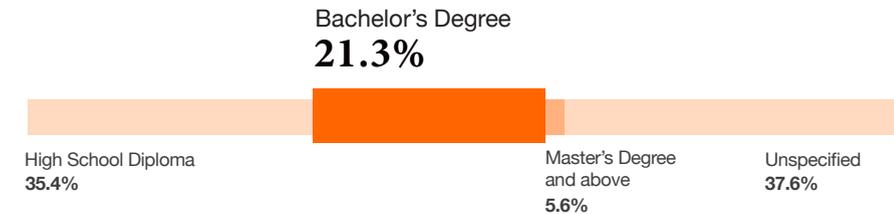
Limited Opportunity:
Smaller share of postings than employed

An opportunity ratio of 0.6 indicates a lower share of postings than people currently employed in this occupation.

Detailed view of Transportation and Material Moving

Education

This occupation has a below average share of bachelor's degrees



Experience Level

This occupation is high in experience level



Average Salary (BLS)

This occupation ranks low in average salary



Who wants to work in this occupation?

1. Transportation and Material Moving
2. Office and Administrative Support
3. Production
4. Sales and Related
5. Management

Transportation and Material Moving is a relatively popular category to search on Indeed

3.9% of our sample are employed in Transportation and Material Moving

3.3% of Indeed's job postings are in Transportation and Material Moving

9.7% of our sample searched in Transportation and Material Moving

Data Sources

The focus of the report is job search intent with relation to current and desired occupation. We use the standard 23 categories set out in the Standard Occupational Classification (SOC) system, which is used by Federal statistical agencies. This system classifies workers based upon the work they perform, rather than the industry in which they perform it.

In this study, we examined aggregated and anonymous resume posting data on Indeed in combination with a collective view of resume owners' search activity, available in July 2013. We limited our analysis to job seekers with current job titles that we were able to map to an occupation code using our proprietary algorithm and who had performed at least one search on Indeed in July 2013 that was also mapped to an occupation code using the same algorithm. We selected July 2013 as a representative average month in terms of both job postings and job searches on Indeed, and we determined our final sample set of over 430,000 active, employed job seekers.

We organized the resumes based on the occupation category of the job seeker's current employment and also collected reported educational attainment and years of experience for each of our job seekers from their resumes. We also identified the searches each of our job seekers did in July of 2013 and in particular which occupational categories their search terms mapped into based on the same algorithm we used to organize the resumes.

We used Indeed's data on job postings, which includes millions of jobs from thousands of sources, to formulate our indices. The job postings on Indeed do not reflect a precise number of available jobs as an opening may be listed in more than one place and may remain online for a period of time after it has been filled. Additionally, employers can use a single job posting for multiple job openings. However, the data do present a broad gauge of the share of occupation job openings in the economy. This report also includes labor market data gathered by the US Department of Labor's Bureau of Labor Statistics (BLS). The BLS collects survey data from the Current Population Survey (CPS) and annually reports the distribution of the employed population across the 22 civilian occupation categories used in this report. The information found in this report is

reflective of the year 2012. We also used the 2012 average annual salary data from the National Occupational Employment and Wage Estimates.

We exclude military when comparing with the data from the BLS, as their data are only for the civilian population.

Index Methodology

We first explore the connection between the job seeker's current occupation and the occupations their search terms reveal they are interested in through our Occupation Satisfaction Index and our Occupation Desirability Index. We next examine the role of mismatch between the current employment of job seekers and job postings and people's revealed occupational interests through their searches, and present the findings in our Occupation Experience Mismatch Index and our Occupation Interest Mismatch Index. Finally, we compare both job postings and Indeed resume data with US government data through our Occupation Opportunity Index and our Occupation Representation Index. Descriptions of the six indices in this report follow.

Two indices measure the connection between the job seeker's current occupation and what they are seeking:

[The Occupation Satisfaction Index \(Page 18\)](#): What percentage of job seekers currently employed in an occupation category searched for another job in that same occupation category?

[The Occupation Desirability Index \(Page 22\)](#): What percentage of job seekers currently employed in another occupation category searched in this occupation category?

Two indices measure different forms of potential mismatch between job seekers and available jobs:

[The Occupation Experience Mismatch Index \(Page 28\)](#): Compares the share of postings in July of 2013 with the share of people currently employed in that occupation in our resume sample.

[The Occupation Interest Mismatch Index \(Page 30\)](#): Compares the share of postings in July of 2013 with the share of people who searched for that occupation.

Two indices measure the connection between the Indeed data and the overall employed US population, as measured by the Current Population Survey (CPS) from the US government:

[The Occupation Opportunity Index \(Page 32\)](#): Compares the average share of postings in 2012 with the share of people employed in this occupation in the economy according to 2012 CPS data.

[The Occupation Representation Index \(Page 34\)](#): Compares the share of the Indeed civilian resume sample in each occupation category with the share of the employed civilian US population based on the CPS.

Occupation Satisfaction

This index measures what percentage of our active job seeker sample searched for a job in their current occupation. The reported percentages are constructed as the percentage of job seekers in each occupation, determined by the current job title on their resume, that had at least one of their search terms map to their own occupation.

On average, people in our resume sample looked for a position in their own occupation category 43.5% of the time. We classify occupations that are above this percentage to be "high satisfaction" occupations. We classify occupations that are below this percentage to be "low satisfaction" occupations.

The scatterplot following the Satisfaction Index is a simple linear regression of the percentages reported in the Satisfaction Index on the average salary from 2012 for each civilian occupation, as reported by the BLS from the National Occupational Employment and Wage Estimates.

Occupation Desirability

This index is determined by the percentage of people not currently employed in a particular occupation, searching in that occupation. Individuals often search more than one occupation, therefore the total number of categories searched exceeds the total number of people. On average, a member of our sample searched two different occupation categories. Individuals typically search in an occupation

other than their own; however, split between the 23 occupation categories, any particular category shows up as a search by someone outside that category only about 7.1% of the time on average. Occupations that have percentages above this are considered "high desirability" occupations, whereas occupations below 7.1% are considered "low desirability" occupations.

The two scatterplots following the Desirability Index report a simple linear regression of the percentages reported in the Desirability Index on the average salary in 2012, as reported by the BLS, and a simple linear regression of the percentages reported in the Desirability Index on the share of postings on Indeed in that occupation category in July of 2013.

Occupation Interest Mismatch

This index compares the share of postings with the share of our sample that searches for jobs within that occupation. The index is produced as a weighted ratio of two percentages: the percentage of the job postings on Indeed in July 2013 in that occupation, divided by the percentage of our sample searching in July 2013 in that occupation. Since individuals often search more than one occupation, the total number of categories searched exceeds the total number of people. The ratios are therefore weighted by the average number of categories searched. If the index is greater than one, this is a "mismatch" occupation, due to a larger percentage of postings than weighted searches. If the ratio is less than one, then it is considered a "high interest occupation," with a larger percentage of weighted searches relative to postings.

Occupation Experience Mismatch

This index measures the mismatch between postings and resumes. The index is produced as a ratio of two percentages: the percentage of the job postings on Indeed in July 2013 in that occupation category, divided by the percentage of our resume sample currently employed in that occupation as of July 2013. A number greater than one indicates a larger share of postings in that occupation than the share of resumes. A number less than one indicates a larger share of resumes in that occupation than postings.

Occupation Opportunity

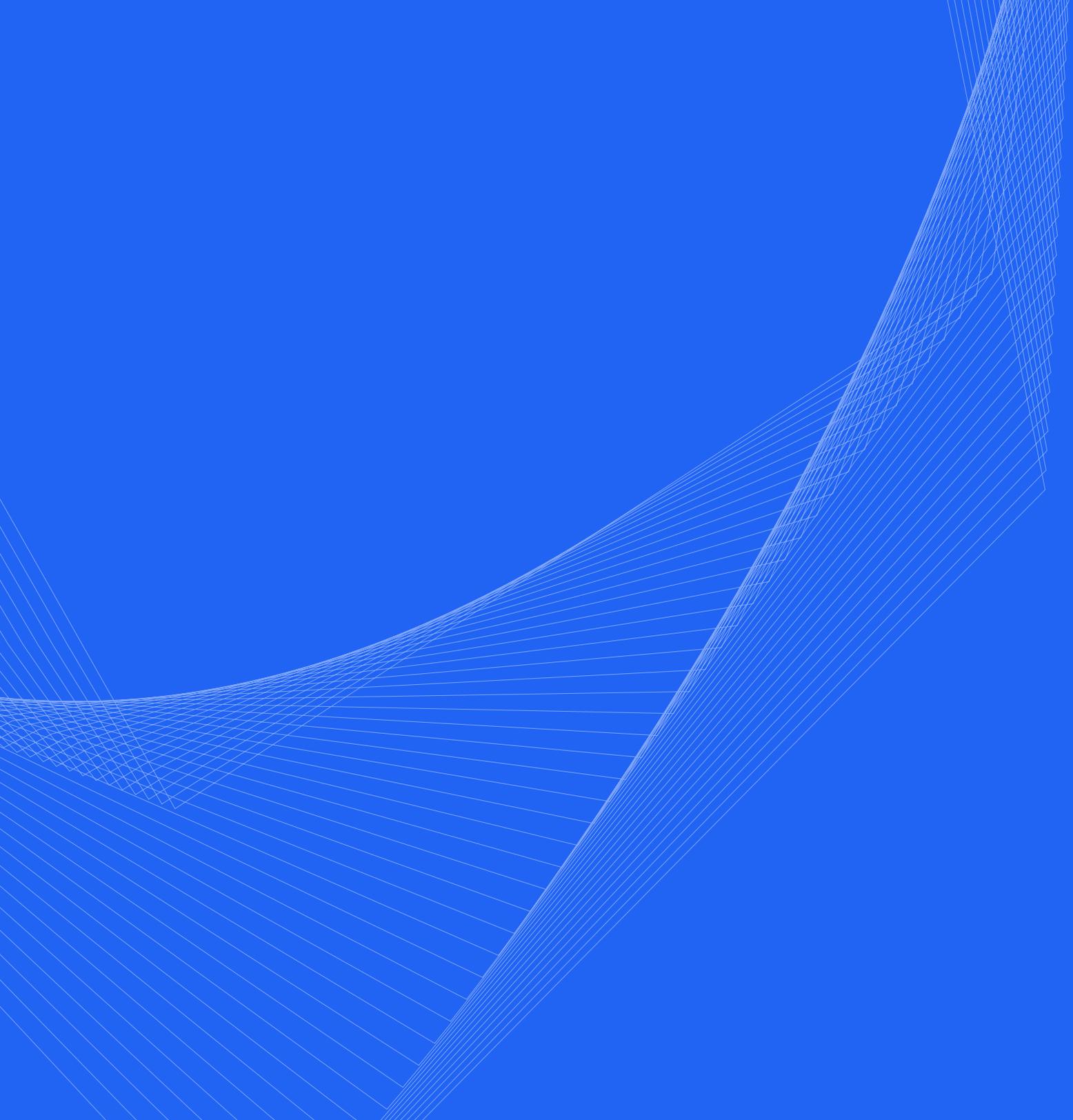
This index compares the average share of postings on Indeed in each civilian occupation category with the share of people employed in this occupation in 2012 according to CPS data. The CPS provides occupational breakdowns for the 22 civilian categories annually; all the CPS data found in this report are from 2012. We use the average share of postings in 2012 to make a fair comparison. This index considers only civilians because that is the information available from the CPS.

This index is produced as a ratio of two percentages: the percentage of the civilian job postings in that occupation category divided by the percentage of the civilian US population employed in that occupation. A number greater than one suggests that there are relatively more postings in that occupation as compared to the share of the current workforce employed in that occupation according to the BLS. We classify these occupations as “high opportunity occupations,” though this term is not necessarily predictive of occupation growth as a share of employment - these jobs could turn over more quickly, or these occupations may be more likely to be posted online relative to others, increasing their share of postings. A number less than one indicates that the share of postings is smaller than the share of people currently employed in this occupation. We classify these occupations as “limited opportunity,” though this term is not necessarily predictive of this occupation decreasing as a share of employment.

Occupation Representation

This index compares the share of the civilian resume sample in each occupation category with the share of the employed civilian US population based on the CPS from the US government. This index considers only civilians because that is the information available from the CPS. The index is produced as a ratio of two percentages: the percentage of the civilian resume sample in that occupation category, divided by the percentage of the civilian US population employed in that occupation. The index shows which occupations our sample overrepresents compared to the US population (the index is greater than one) or underrepresents compared to the US population (the index is less than one).

We report the Representation Index because there are reasons to expect that the sample we are using for this study may not be representative of the employed US population. People actively seeking another job and those using Indeed may not represent the same occupational mix as we see in the US economy overall. For example, the population on Indeed represents a more educated sample than the population at large. This index allows readers to relate our results to the general population.



About Indeed



About the Author

Tara M. Sinclair, PhD, is an associate professor of economics and international affairs at The George Washington University and economist at Indeed. Her research focuses on examining historical patterns in data to understand both the current and past structure of the labor market and to forecast future movements. As Indeed Economist, Tara is developing original research using proprietary Indeed data to uncover exclusive insights into the labor market.

In addition to her research, Tara is frequently invited to brief the media on economic and labor trends as well as offer commentary. She has been quoted in the New York Times, the Wall Street Journal, and the Washington Post, and she has appeared on CNN, C-Span, NPR, Fox Business, Bloomberg Radio and TV, and many other local and international news programs.

About Indeed Hiring Lab

The Indeed Hiring Lab is a global research institute committed to advancing the knowledge of human resource and talent management professionals worldwide. Led by Dr. Tara Sinclair, Indeed Economist and an associate professor of economics and international affairs at The George Washington University, the Hiring Lab research agenda includes large-scale labor research projects, ongoing tracking and analysis of employment trends, and surveys of industry professionals.

About Indeed

More people find jobs on Indeed than anywhere else. Job seekers can search millions of jobs on the web or mobile in over 50 countries. More than 140 million people each month search for jobs, post resumes, and research companies on Indeed, and Indeed is the #1 source of external hires for thousands of companies.

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